

BETTER HOMES AT LOWER COST



MILLARD LUMBER COMPANY

POUGHKEEPSIE, N. Y.

AND

NEW HAMBURGH, N. Y.

Save from 5% to 10% on Your Home by Using Plans Carefully Standardized to Avoid Waste in Materials and Labor

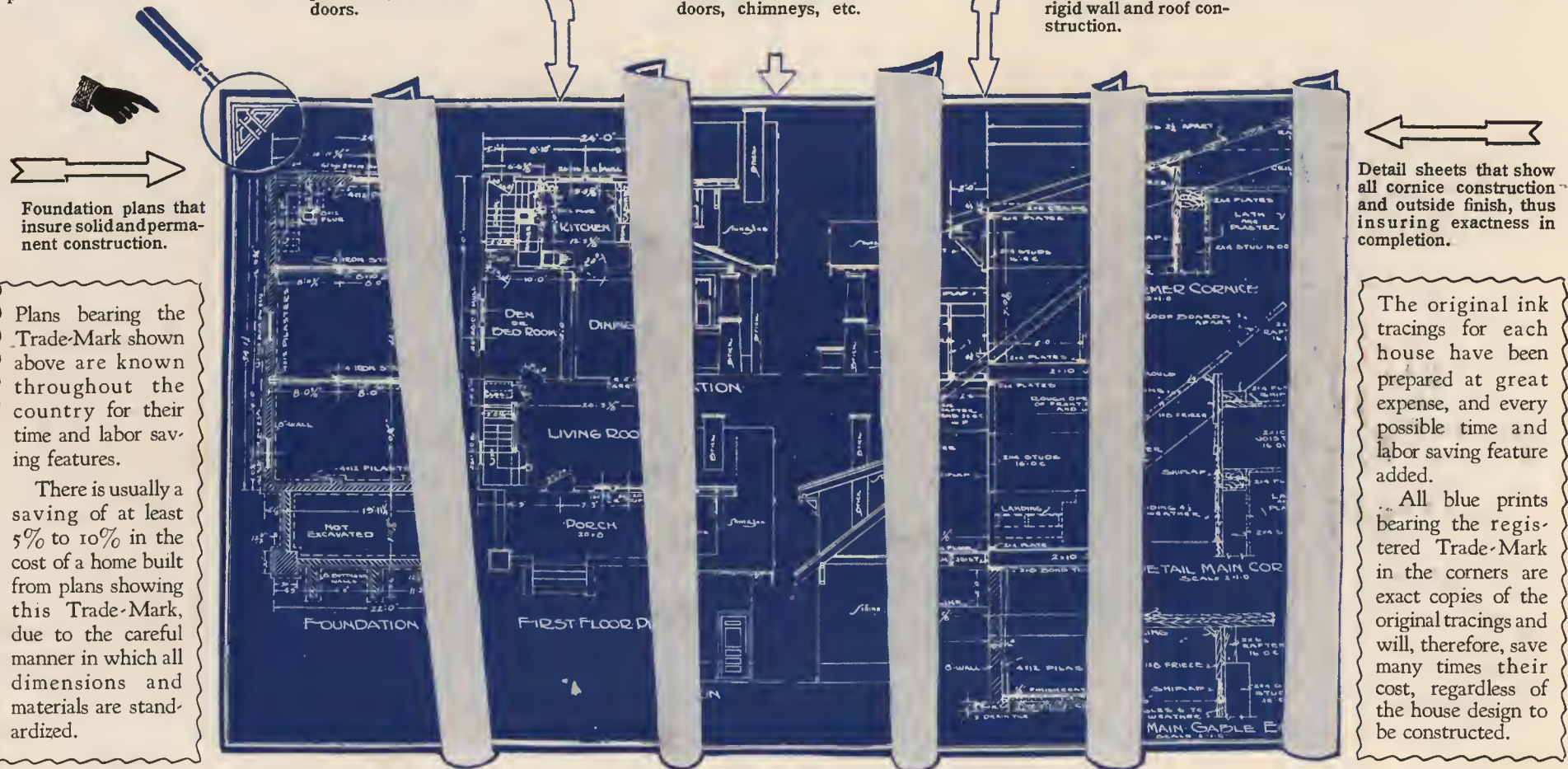
Be sure this trade-mark is on the corner of your plans.

Floor plans that give the exact location of all partitions, windows and doors.

Four elevations that mean the proper alignment of all windows, doors, chimneys, etc.

Complete framing sections that show correct dimensions and insure rigid wall and roof construction.

Unequalled for clearness and exactness of all essential details.



Foundation plans that insure solid and permanent construction.

Plans bearing the Trade-Mark shown above are known throughout the country for their time and labor saving features.

There is usually a saving of at least 5% to 10% in the cost of a home built from plans showing this Trade-Mark, due to the careful manner in which all dimensions and materials are standardized.

Detail sheets that show all cornice construction and outside finish, thus insuring exactness in completion.

The original ink tracings for each house have been prepared at great expense, and every possible time and labor saving feature added.

All blue prints bearing the registered Trade-Mark in the corners are exact copies of the original tracings and will, therefore, save many times their cost, regardless of the house design to be constructed.

Regular size of stock plans 18 x 24 to 30, four to six sheets

Plans in duplicate for any design shown, including specifications, only \$20. Delivery in 24 to 48 hours

➡ All house designs shown in this book, and plans therefor, are copyrighted. Minor changes made or permitted on request

APPROXIMATE COST SHEET FOR PLAN BOOK No. 11, -(1928)

The following estimates give a fair idea of the completed cost of each house shown herein. A more accurate estimate will be given without charge when the questions on opposite page are answered.

Allendale ✓	Page 46	\$6,000 to	\$7,000	El Granada	Page 20	\$9,000 to	\$11,000	Monticello	Page 10	\$8,000 to	\$9,000
Amherst ✓	" 23	7,500 "	8,500	Elwood	" 62	2,500 "	3,500	Norwalk	" 56	5,000 "	6,000
Avondale ✓	" 3	6,500 "	7,500	Fairmont	" 58	3,500 "	4,500	Oxford	" 36	4,500 "	5,500
Beaumont	" 25	6,500 "	7,500	Fulton	" 24	6,500 "	7,500	Pelham	" 9	6,500 "	7,500
Berkeley	" 12	7,000 "	8,500	Glen Avon	" 27	6,000 "	7,000	Plymouth	" 28	6,000 "	7,000
Berwyn	" 42	5,000 "	6,000	Glendale	" 44	7,500 "	8,500	Ponce de Leon	" 55	5,000 "	6,000
Beverley	" 32	6,000 "	7,000	Halethorpe	" 49	6,000 "	7,000	Portland	" 45	5,500 "	6,500
Brighton	" 29	5,500 "	6,500	Hamilton	" 6	7,500 "	8,500	Ralston	" 41	6,000 "	7,000
Bristol	" 38	5,500 "	6,500	Hampton	" 60	5,500 "	6,500	Rio Verda	" 53	6,000 "	7,000
Camden	" 31	6,000 "	7,000	Haverhill	" 11	9,000 "	10,000	Roanoke	" 33	5,000 "	6,000
Carmen	" 18	8,000 "	10,000	Homestead	" 17	10,000 "	14,000	Rochester	" 30	6,000 "	7,000
Cleveland	" 7	7,000 "	8,000	Jefferson	" 16	10,000 "	14,000	Rosedale	" 34	5,000 "	6,000
Cloverlea	" 59	3,500 "	4,500	Kennilworth	" 5	7,500 "	8,500	Royal	" 61	3,000 "	4,000
Gollingwood	" 14	7,000 "	8,000	La Salle	" 40	4,000 "	5,000	San Lois	" 52	5,500 "	6,500
Copeley	" 43	4,500 "	5,500	Lawrence	" 8	6,000 "	7,500	Somerset	" 39	5,000 "	6,000
Cornell	" 54	6,000 "	7,000	Lexington	" 19	9,000 "	10,000	Stanford	" 4	7,000 "	8,000
Crescent	" 60	3,000 "	4,500	Luverne	" 13	6,500 "	7,500	Stoneleigh	" 15	8,000 "	9,000
Davenport	" 47	6,000 "	7,000	Lyndon	" 57	4,500 "	5,500	Willard	" 21	9,000 "	11,000
Devonshire	" 48	7,000 "	8,000	Milton	" 37	4,500 "	5,500	Winston	" 26	6,500 "	7,500
Dumont Duplex	" 22	9,000 "	11,000	Monte Cristo	" 51	7,000 "	8,000	Woodside	" 63	3,000 "	4,000
Edgemoor	" 35	5,000 "	6,000								

ESTIMATES FOR DESIGNS SHOWN ON FOLDERS A and B

FOLDER A				FOLDER B			
Brewster	\$5,000-\$6,000	Lewiston	\$5,500-\$6,500	Albany	\$6,000-\$7,000	Dorchester	\$6,500-\$7,500
Dayton	2,200- 3,200	Loraine	4,500- 5,500	Atlanta	10,000-11,000	Franklin	6,000- 7,000
Elsworth	5,000- 6,000	Mayfield	4,000- 5,000	Bedford	6,500- 7,500	Gladstone	8,500-10,000
Englewood	4,500- 5,500	Melrose	5,500- 6,500	Birmingham	6,000- 7,000	Jackson	10,000-12,000
Fernwood	4,000- 5,000	Oak Dale	4,000- 5,000	Brownlee	5,000- 6,000	La Palma	7,000- 8,000
Glen Ray	4,500- 5,500	Olive	5,000- 6,000	Brunswick	10,000-12,000	Lowell	5,500- 6,500
Gordon	4,500- 5,500	Parkwood	4,500- 5,500	Carlyle	8,000-10,000	Manchester	12,000-15,000
Grayson	6,500- 7,500	Richmond	7,000- 8,000	Carolina	9,000-11,000	Newport	7,000- 8,000
Harvard	6,000- 7,000	Rosemary	2,400- 3,200	Castleton	10,000-14,000	Northcliff	7,000- 8,500
Kendall	6,500- 7,500	Thurston	5,500- 6,500	Charleston	9,000-10,000	Spencer	5,500- 7,000
Kingston	5,000- 6,000	Vernon	5,000- 6,000	Crawford	9,000-10,000		
		Wayne	2,500- 3,500	De Rosa	6,000- 7,000		
				Don Carlo	7,000- 9,000		

NOTICE—There is a considerable saving in the cost of construction when our plans and specifications are followed, due to the careful manner in which all dimensions and materials are standardized

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An approximate cost sheet for all house designs will be furnished free on request

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Crescent.....	60						

PLANS FURNISHED ON APPROVAL

Complete blue prints in duplicate, including specifications and Contractors' Agreement forms, will be furnished within 24 to 48 hours for \$20 (three sets, \$25), subject to three days' examination.

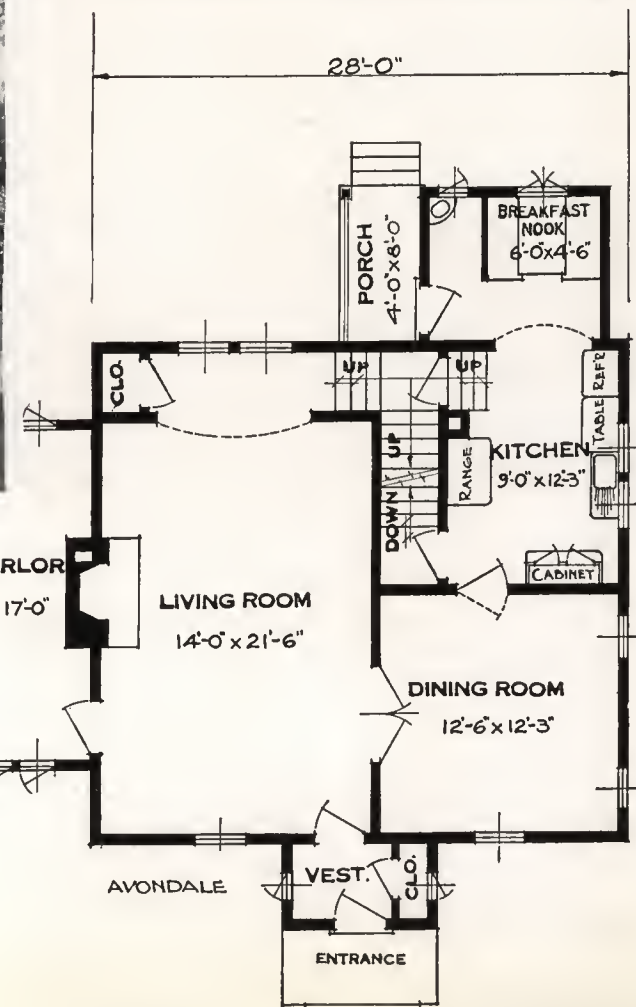
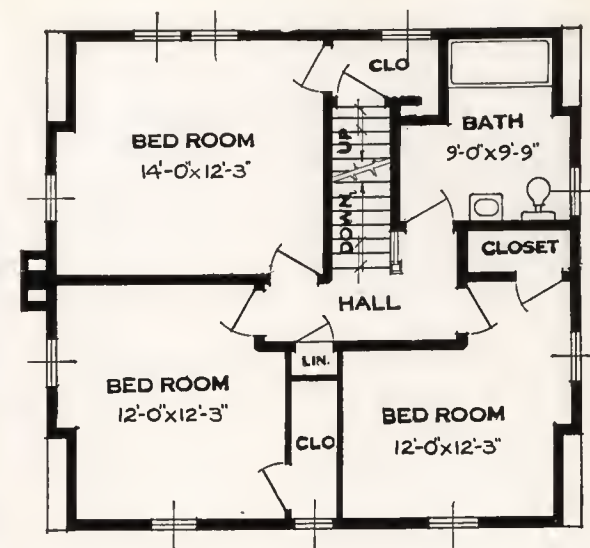
Any plans ordered may be returned for any reason whatever, within the period stated, and the amount paid for them will be cheerfully refunded.

All plans are so prepared as to permit frame, stucco, brick or tile construction.



The AVONDALE (Size 28x26')

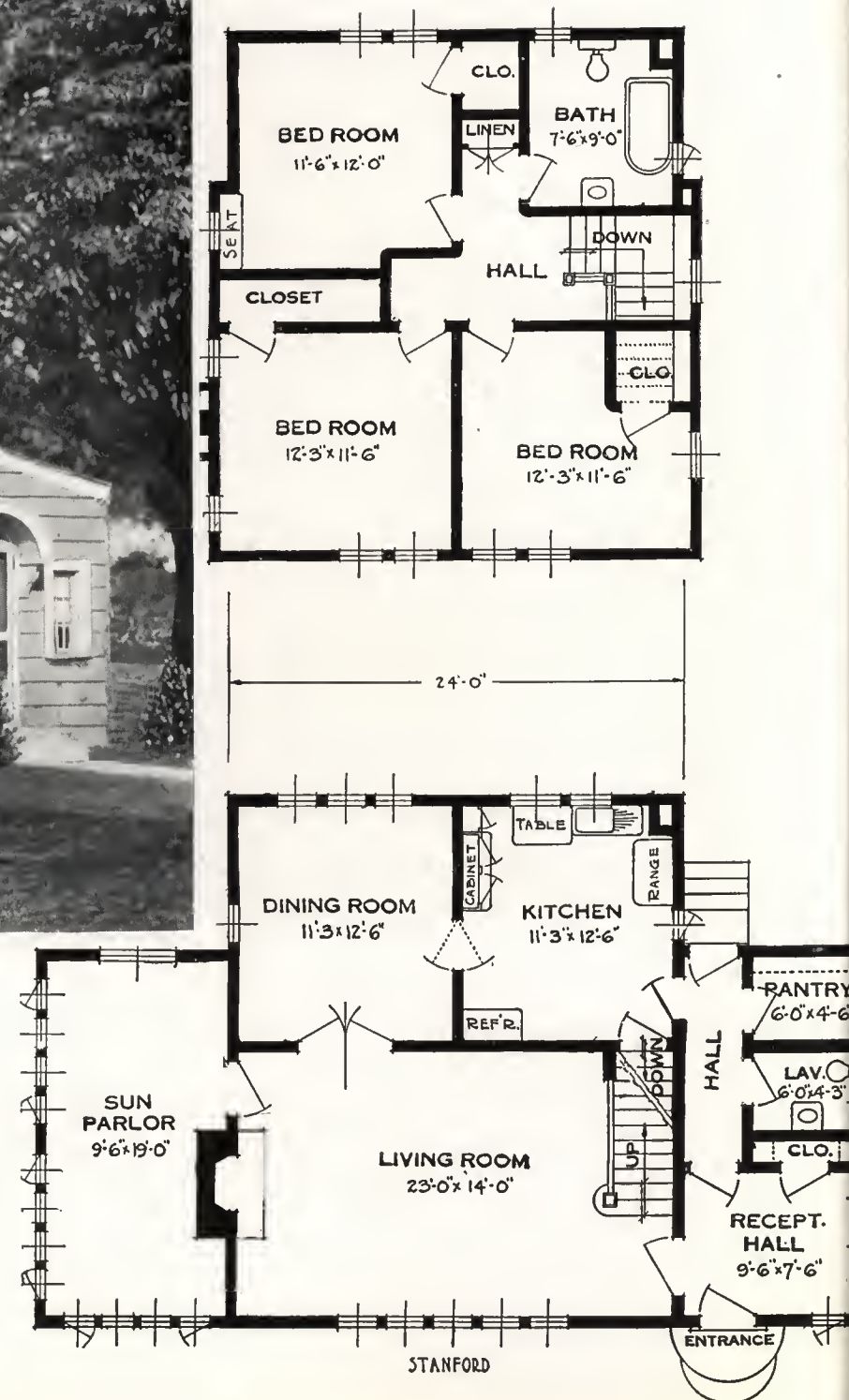
To know the value of right environment is one of the first steps in the mastery of self. It is impossible for anyone to think his best thoughts or do his best work when his home life is not in keeping with his ideals. Those who firmly fix their hearts on The Avondale for a home may be assured of the refining influence which its possession will bring.





The STANFORD (Size 24x28')

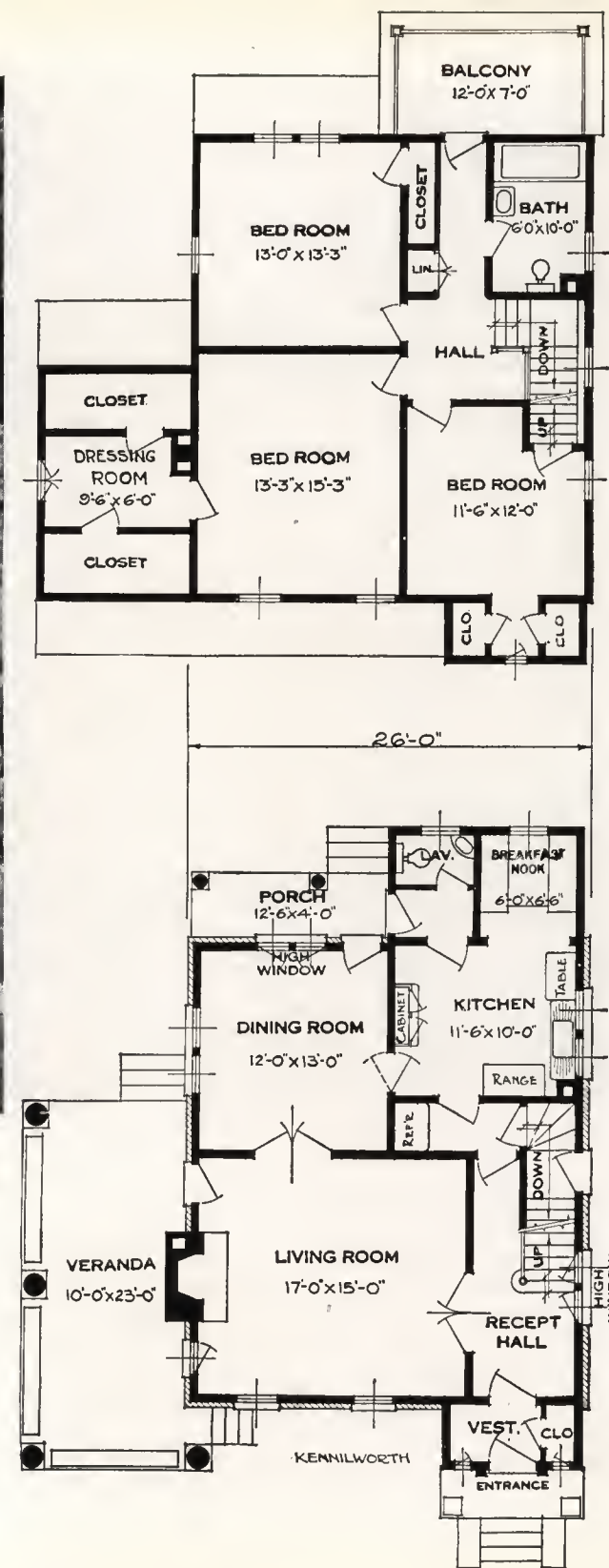
Man's strength can easily be gauged by his faith in the strength of woman. Woman's intuition has always equalled, and in many instances surpassed, man's reason. Strong men know this vital principle of life and strive daily to keep harmonious the home in which dwells the heart and source of their strength. This is an easy task in beautiful new homes like The Stanford.





The KENNILWORTH (Size 26x30')

Every movement for human betterment first finds expression in the home. There is something in the inner beings of optimistic men and women which prompts them to lend a hand to the helpless and give a word of cheer to the cheerless. Those who make The Kennilworth their home will be prompted daily to radiate the sunshine its comforts will bring.

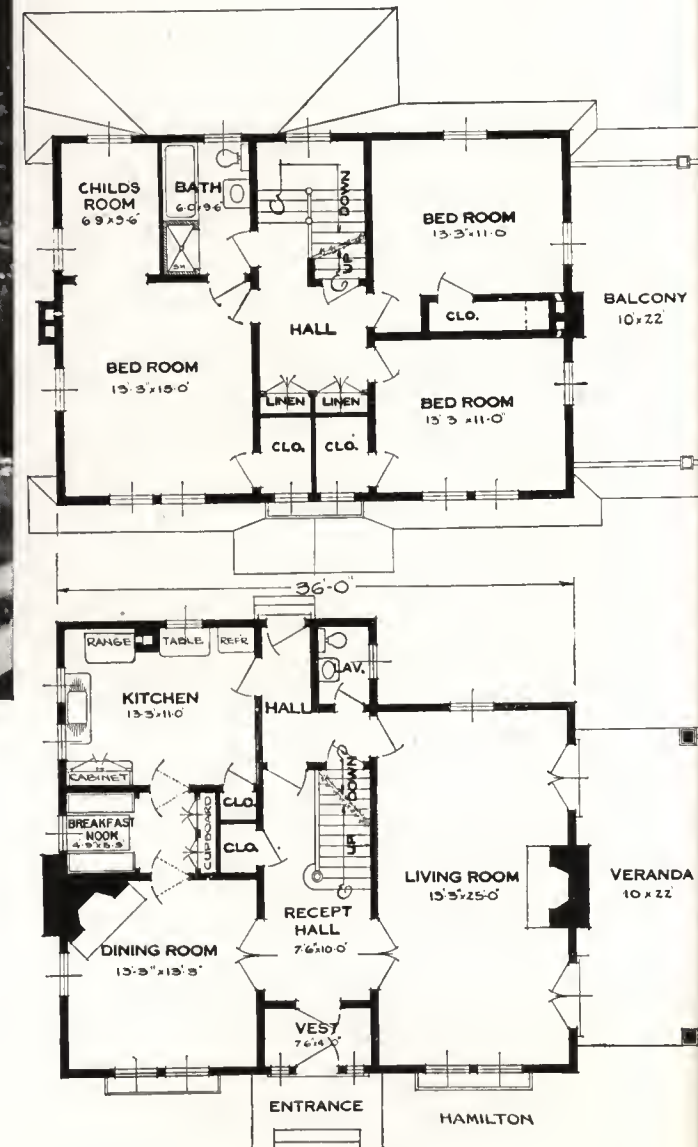




The HAMILTON (Size 36x26')

Nothing so stimulates and elevates a man as for his life companion to believe in him, and in no other way can a man show his appreciation of such confidence and trust as in the earnest endeavor to build her a home of her own. Any woman who has tact, forethought, and patience with her husband need not despair of owning eventually just such a home as The Hamilton.

It cannot be estimated what civilization owes to pure-minded women who love their homes.

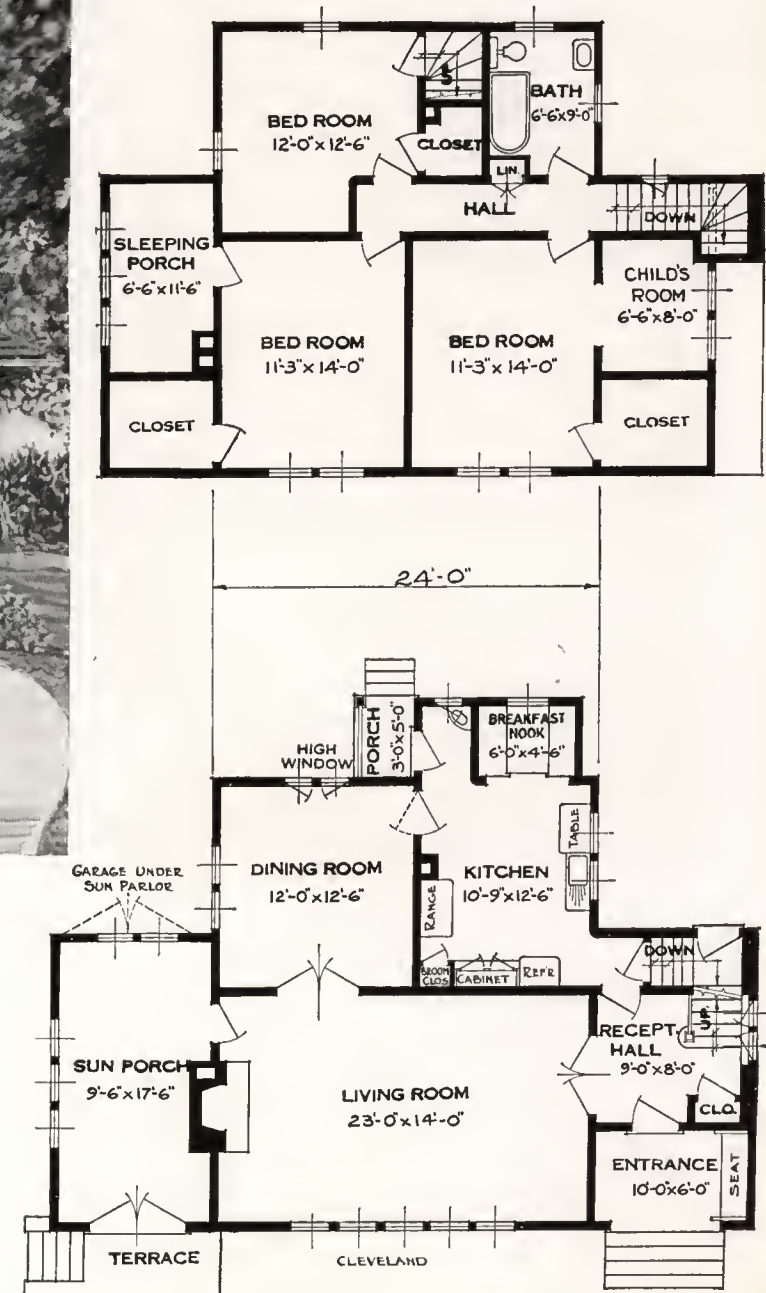




The garage is becoming an important part of every home.

The CLEVELAND (Size 24x28')

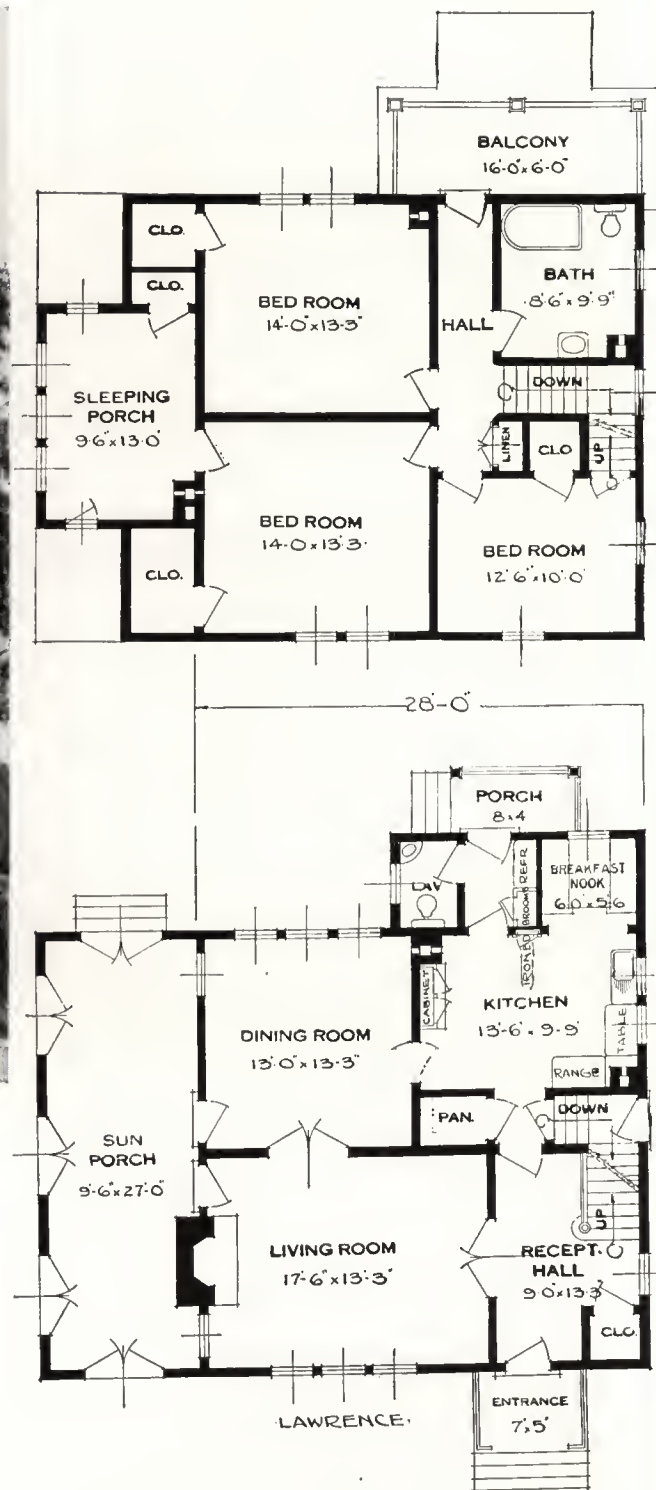
Yearly scientists are learning more and more about the value of light in its relation to life, and yearly the city building departments are wisely watching the scientific discoveries in this connection, and are embodying in the building codes specific demands for more light in the homes. Like most other designs here shown, The Cleveland will meet the views of the most exacting in this particular.





The LAWRENCE (Size 28x28')

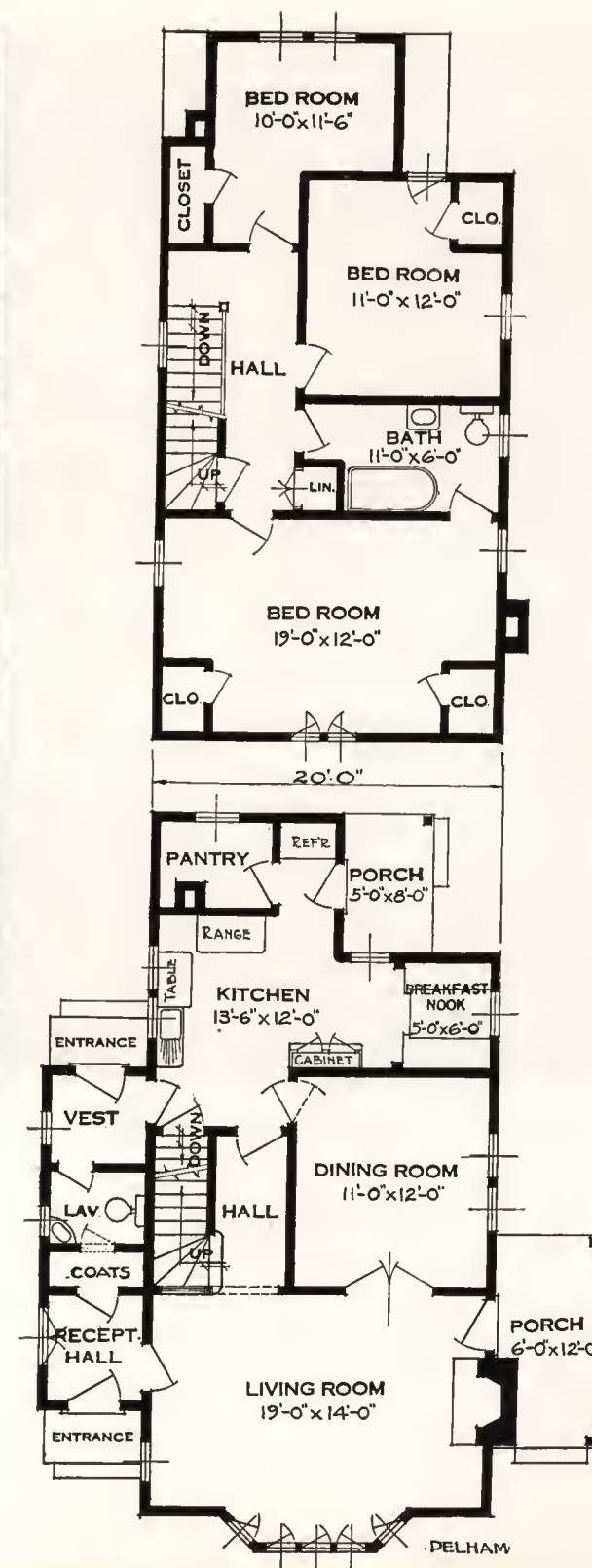
A man is often judged as much by the home he builds as by the company he keeps or the clothes he wears. One would expect to find the owner of The Lawrence a man of good judgment and thoughtful purpose, of influence and solid character. Men who select and build homes of this style are, as a rule, sentinels of progress in their communities.





The PELHAM Size (20x32')

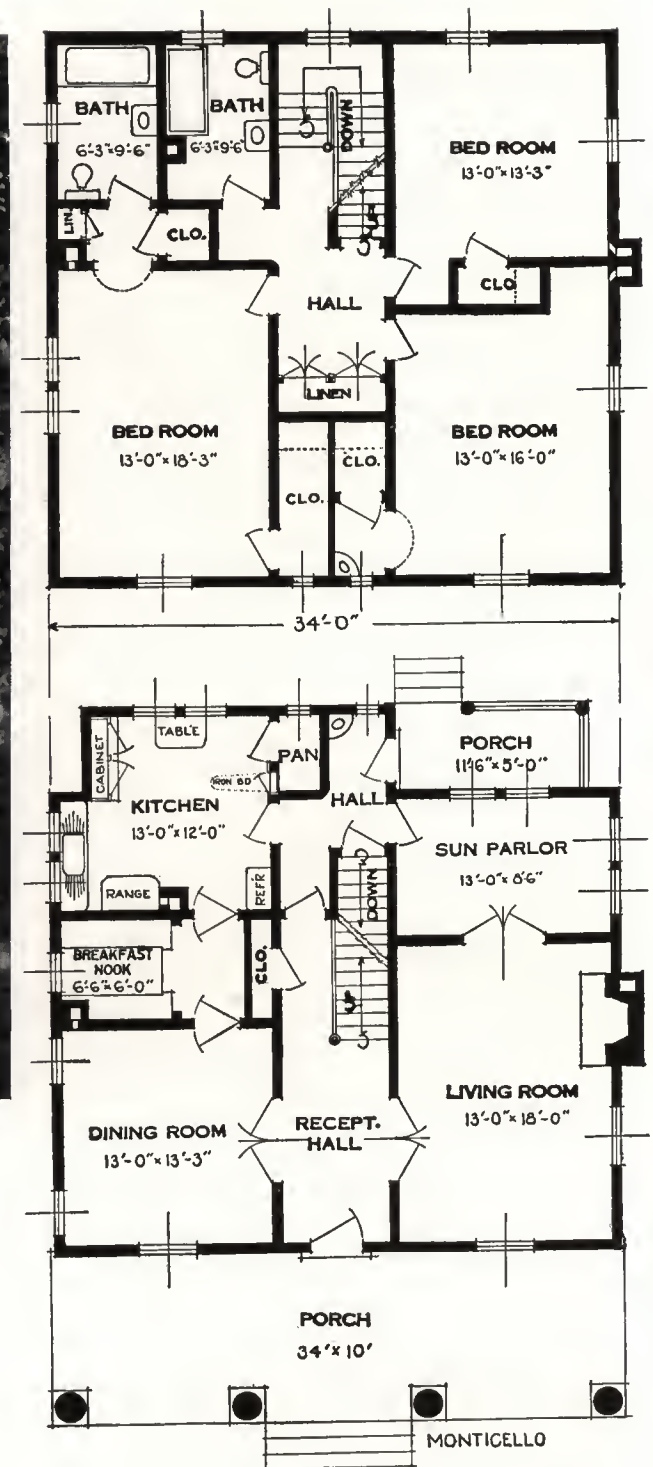
All mothers should be free from those things which disturb and distress. They should at all times feel a sense of restfulness, serenity, peace and poise. Conditions for such a state of mind cannot be found in crowded districts, but rather in ideal private homes, in The Pelham class, where only those influences are permitted which tend to satisfy and soothe the maternal senses.





The MONTICELLO (Size 34x28')

If those who occupy homes like The Monticello are not happy it is because they have violated some natural law, or are not conscious of the fact that happiness is a condition of the mind and comes as the result of the mastery of one's moods. It is not a thing to be purchased at a price, but rather a fact to be recognized or accepted, regardless.





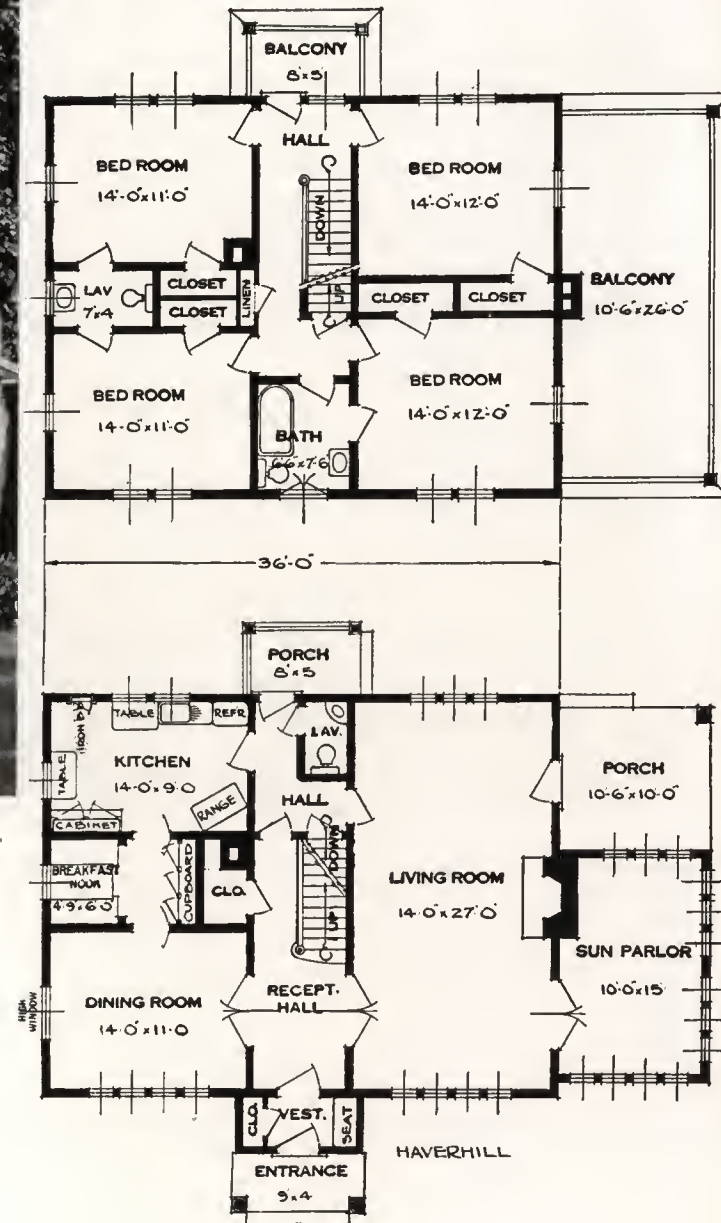
Character of sterling worth is invariably developed in the home.

The HAVERHILL (Size 36x28')

The hearth that glows with good fellowship warms chilly hearts and drives out the dampness of discord and disappointments. Such hearths are guarded constantly by women who worship sacred home ideals. The Haverhill will make an ideal home for those who yearn for better conditions in which to demonstrate the power of right thought.

II

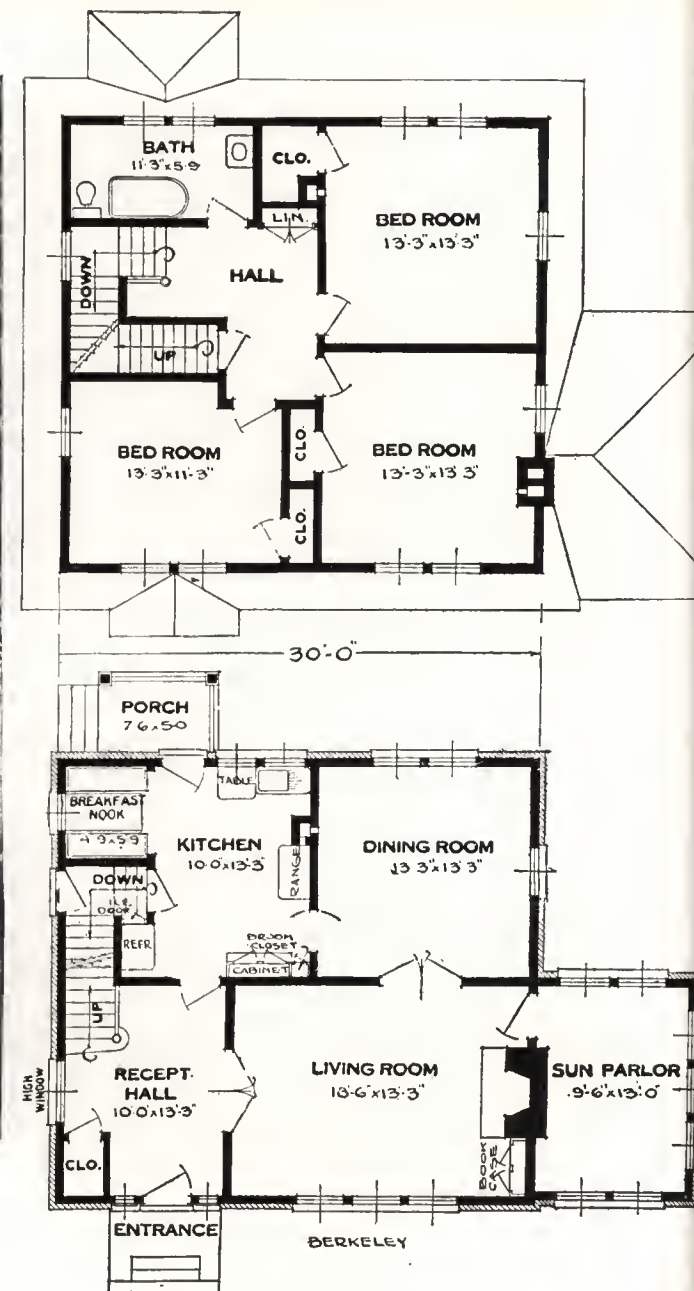
All plans are so prepared as to permit frame, stucco, brick or tile construction.





The BERKELEY (Size 30x28')

It is around the firesides of happy homes where children chatter with glee and loving mothers watch over them with divine care that the best and noblest thoughts of men are generated. The germs of selfishness, envy and greed have little chance to multiply in homes of the substantial character of The Berkeley. From such homes come men quick of thought and fair of judgment.

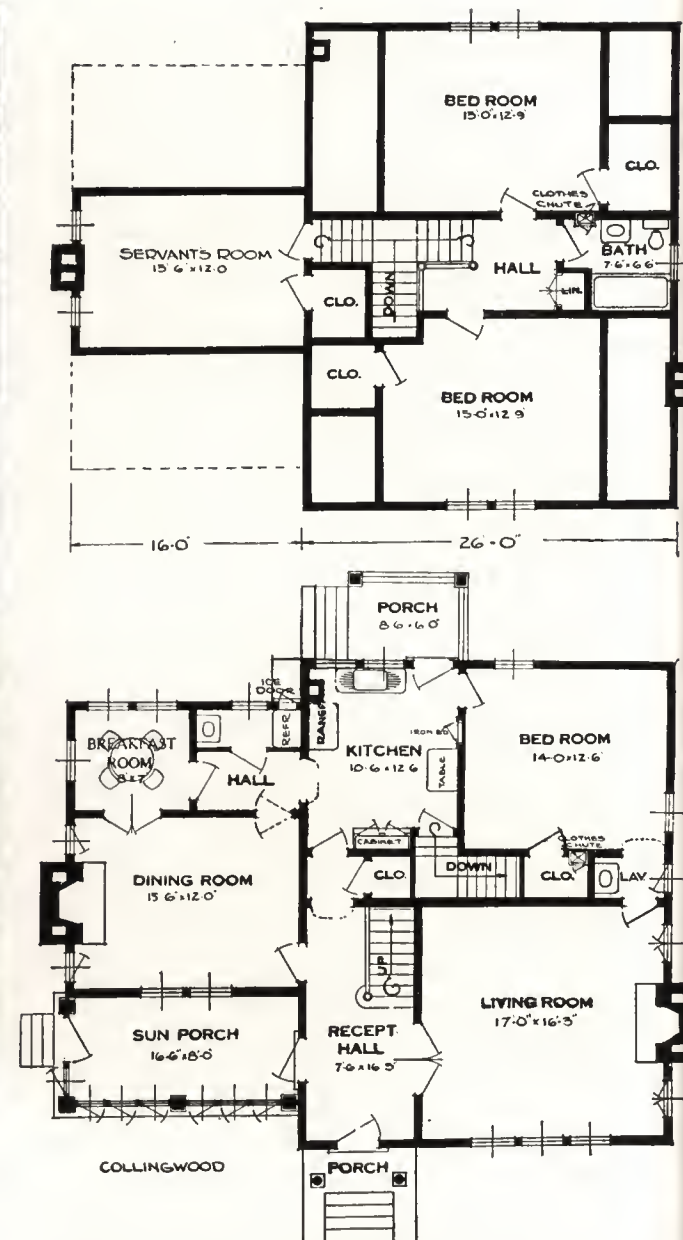


All plans are so prepared as to permit frame, stucco, brick or tile construction.



The COLLINGWOOD (Size 42x34')

It is appreciation that humanity really is seeking and not gold. Gold, gained honestly or dishonestly, is in turn paid for appreciation and applause. He is most appreciated by friend and neighbor who contributes to his community a substantial home and unselfishly shares his comforts and pleasures with those of his kind.

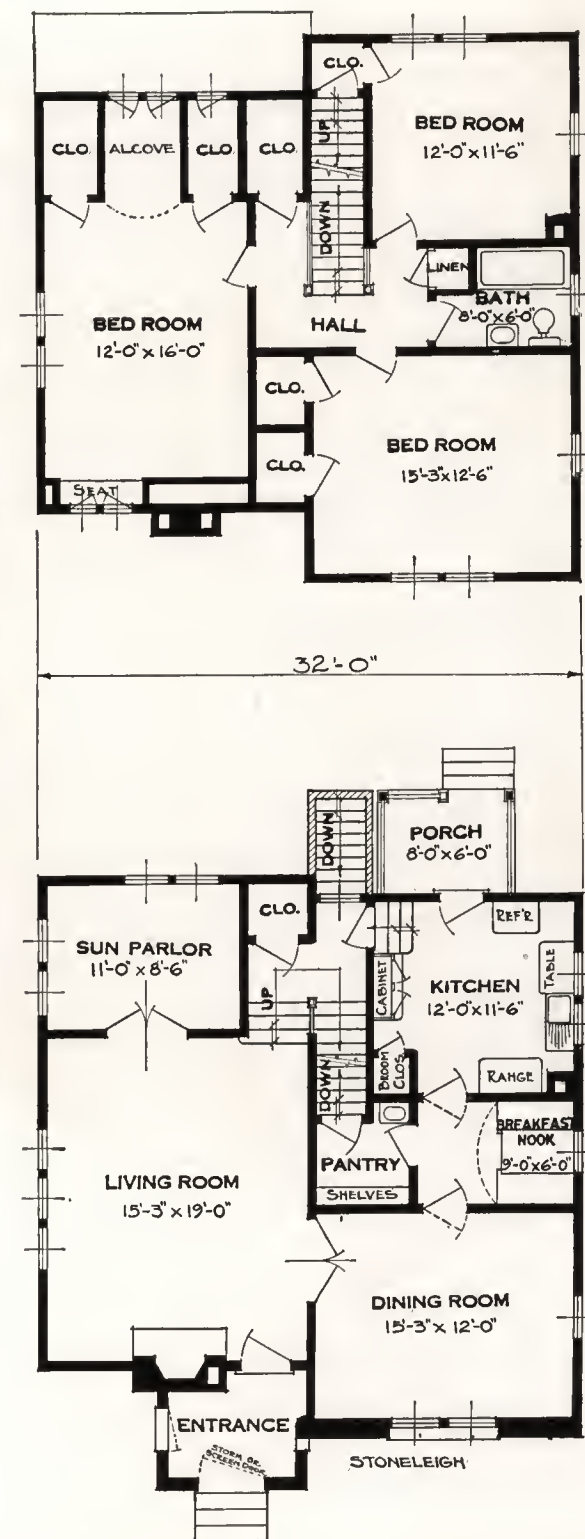


In the happiness of the home
lies the health and strength of
the whole family.



The STONELEIGH (Size 32x32')

The Stoneleigh was designed for those who wish a home of distinction, decidedly different from the many well-known types. There is carefully combined in this home, grace, character, and comfort, and so cleverly have these three features been blended, it will stand as a thing of beauty in any community, regardless of neighboring mansions.

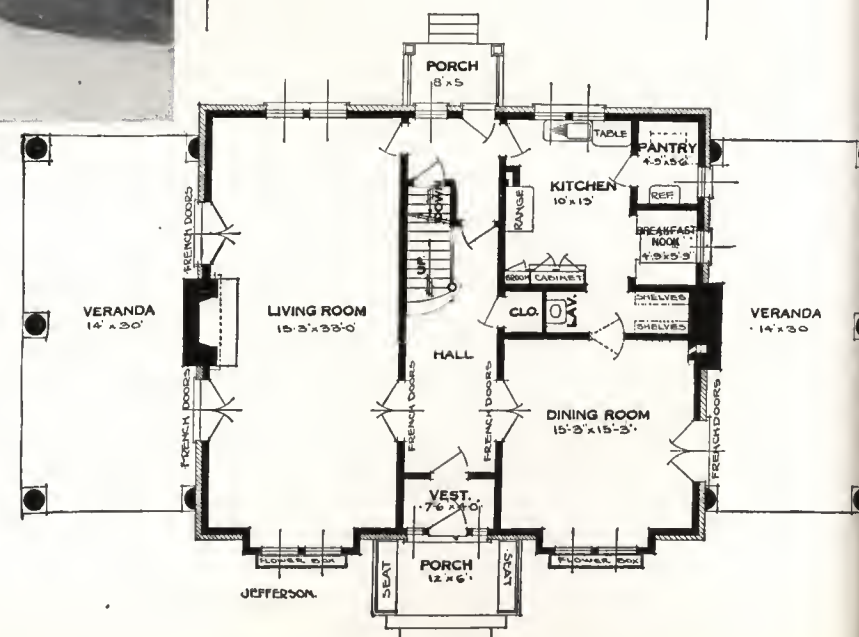
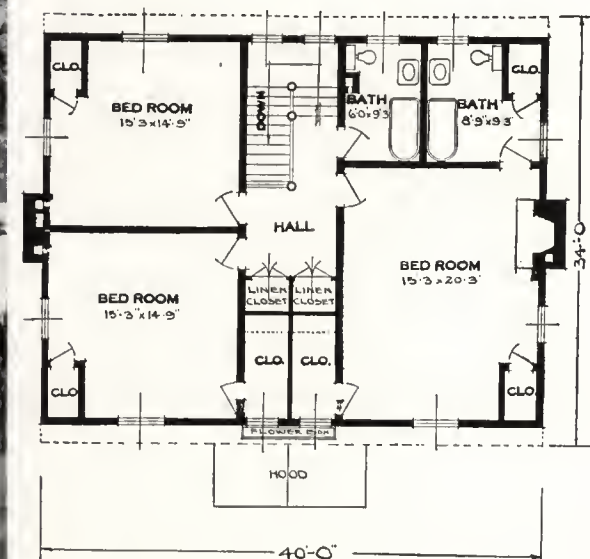




Only through home liberty
and companionship can men
and women grow strong.

The JEFFERSON (Size 40x34')

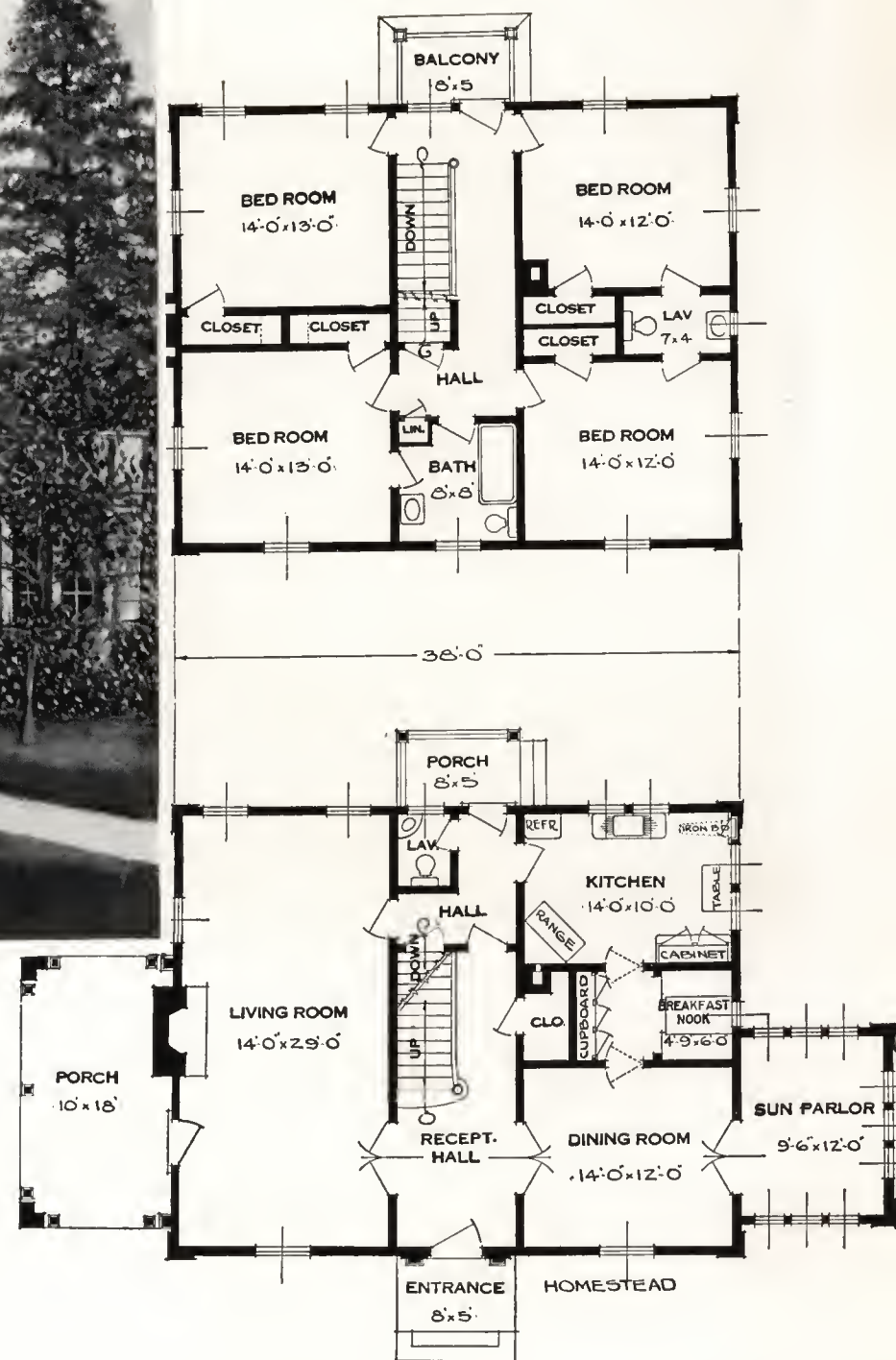
The faculty of inhabitiveness (the love of one's place of birth) is developed far more in the young man or woman whose home has been one of sunshine and freedom than in those whose place of habitation has been sordid and cramped. One would naturally expect the youth from The Jefferson to reflect all of the joy and purity of a wholesome environment.





The HOMESTEAD (Size 38x30')

Permanent and substantial beauty is expressed in every line of The Homestead. It is typical of the oldest and best loved homes in America—homes that hold our hearts and spur our efforts toward greater achievements. Surely the comforts of such homes as The Homestead cannot pass with a single generation.

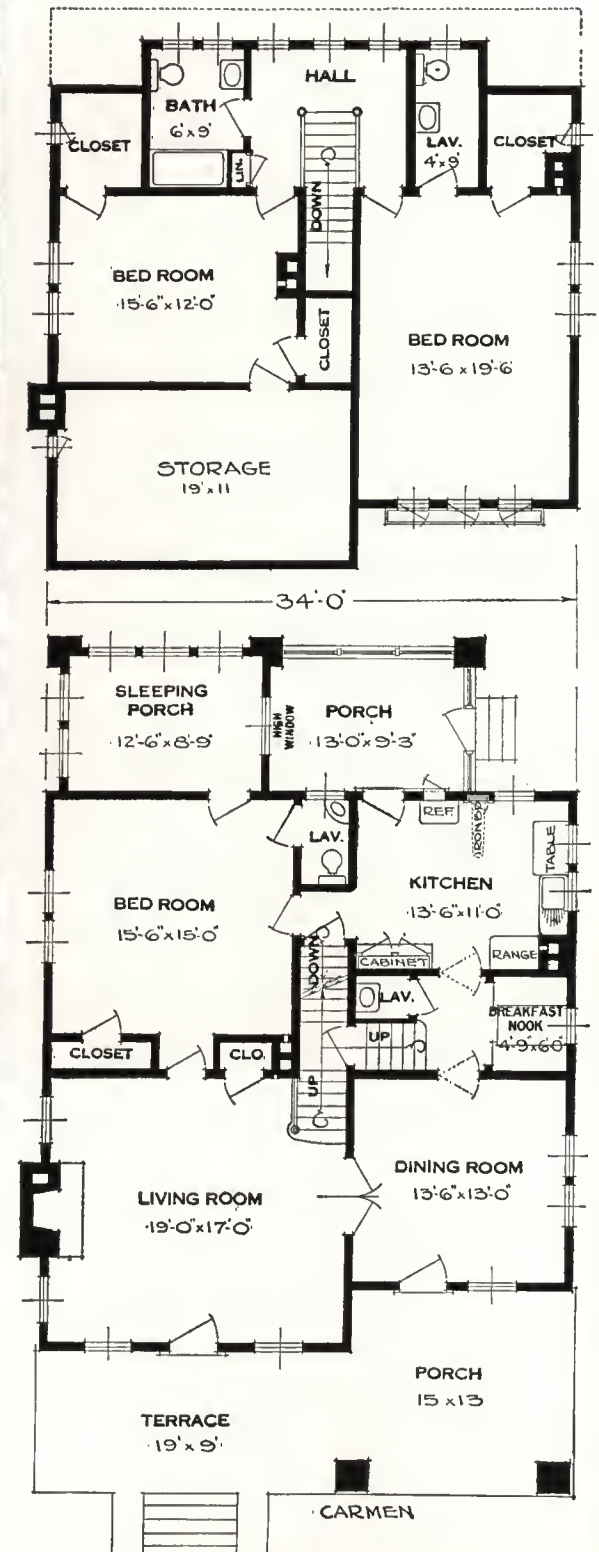




The CARMEN (Size 34x36')

Clean men, both of hand and heart, are invariably the product of happy home unions. It is around the harmonious hearthstones where the glow of mutual interest and understanding temper the finer senses that men mould character of sterling worth. It would be a violation of a natural law if homes in The Carmen class should produce other than men of clean purpose.

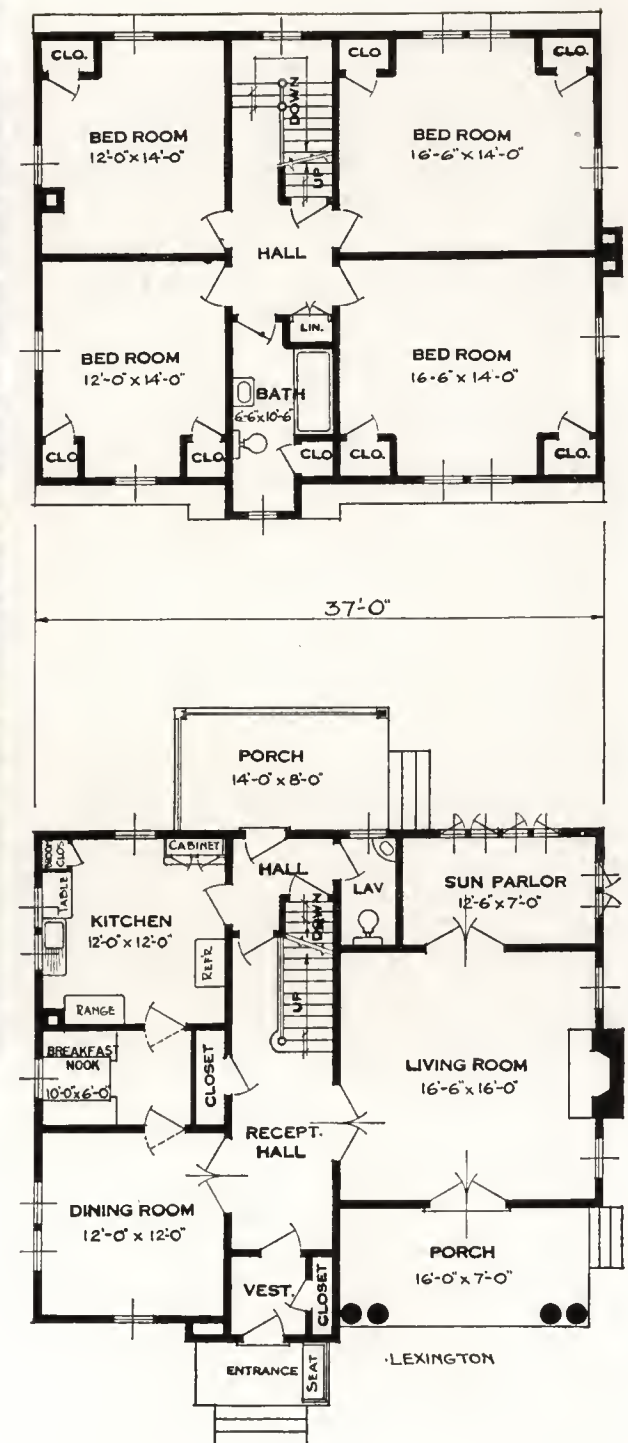
All plans are so prepared as to permit frame, stucco, brick or tile construction.





The LEXINGTON (Size 37x32')

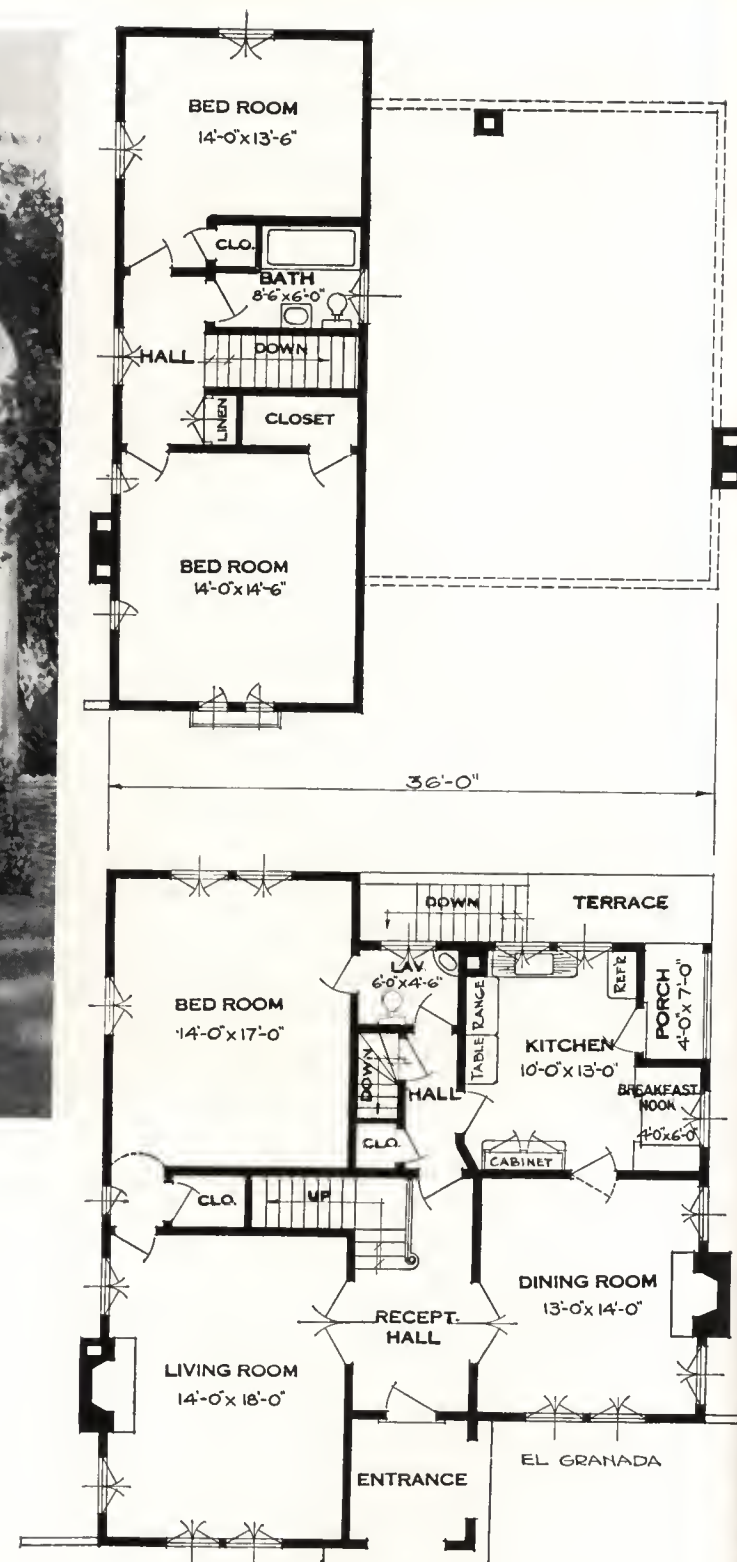
Spacious homes like The Lexington are usually constructed in the suburbs by those whose generous natures lead them away from the cramped and crowded districts where limited space and unlimited noises tend to choke their creative thoughts. Furthermore, The Lexington is strictly practical as well as peaceful and restful, and its dignity is undeniable in any community.





The EL GRANADA (Size 36x40')

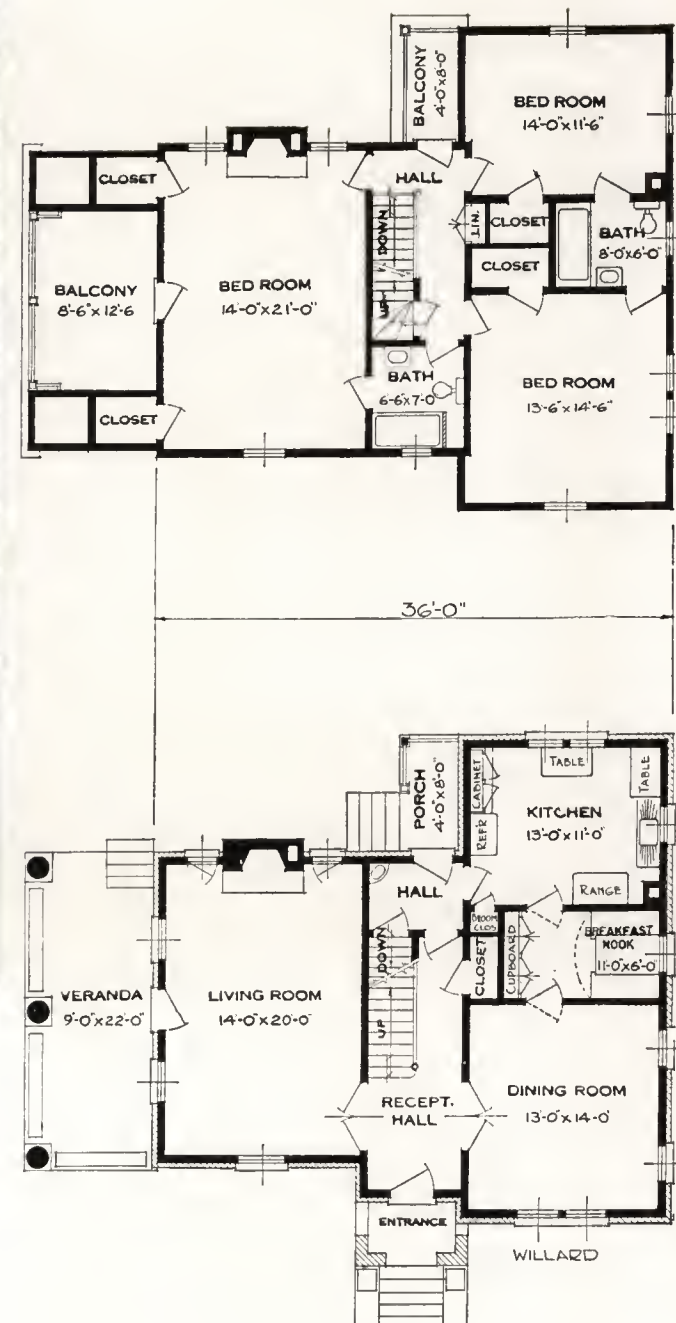
Selfishness seldom strangles the man whose pride and ambition lead him to build a home of The El Granada design. Pride in one's home is the fire that kindles power for success, and ambition is the invisible voice that ever calls man successward. It is home and its accompanying sentiments that develop character of sterling quality.





The WILLARD (Size 36x34')

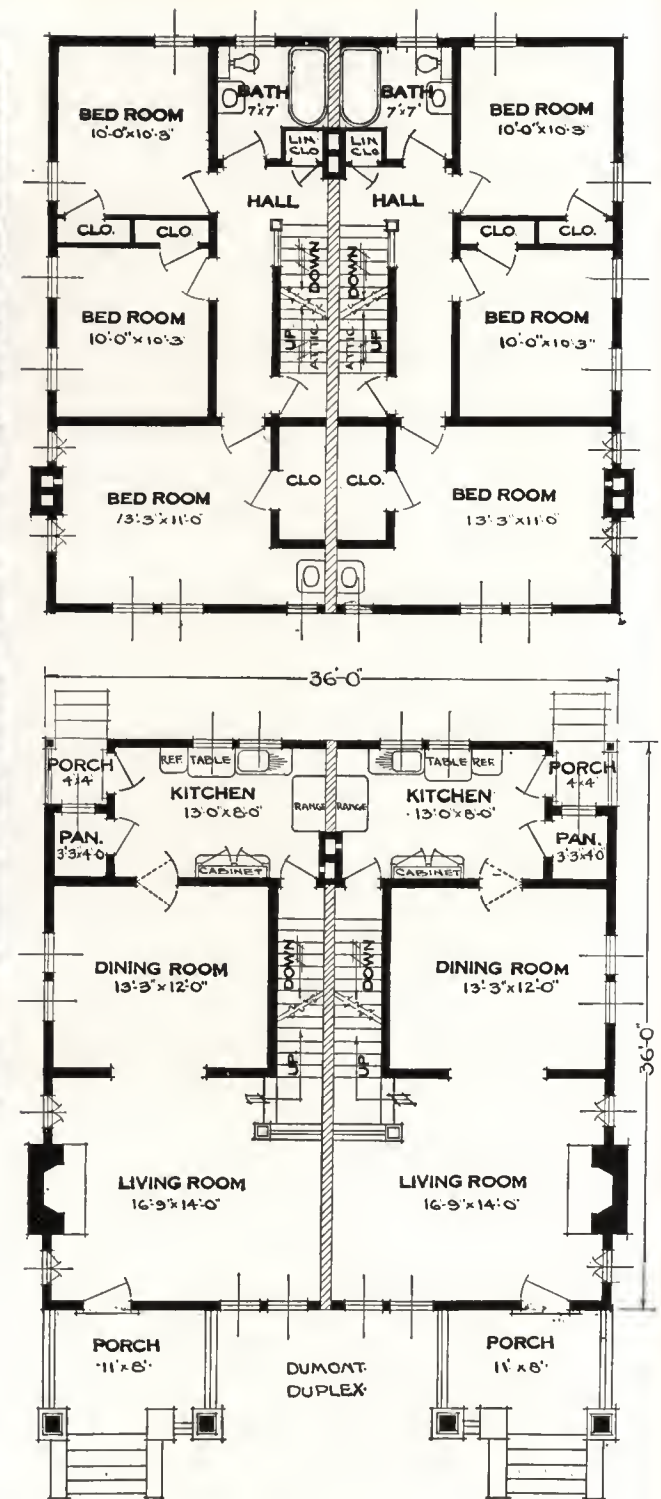
All obstacles stand aside for him who firmly fixes his gaze on a coveted goal, and goes forward with a steady step and a strong heart. Homes in The Willard class are within reach of those whose ideals demand beauty in abundance, and whose wills calmly and fearlessly affirm that substitutes are unacceptable.





The DUMONT DUPLEX (Size 36x36')

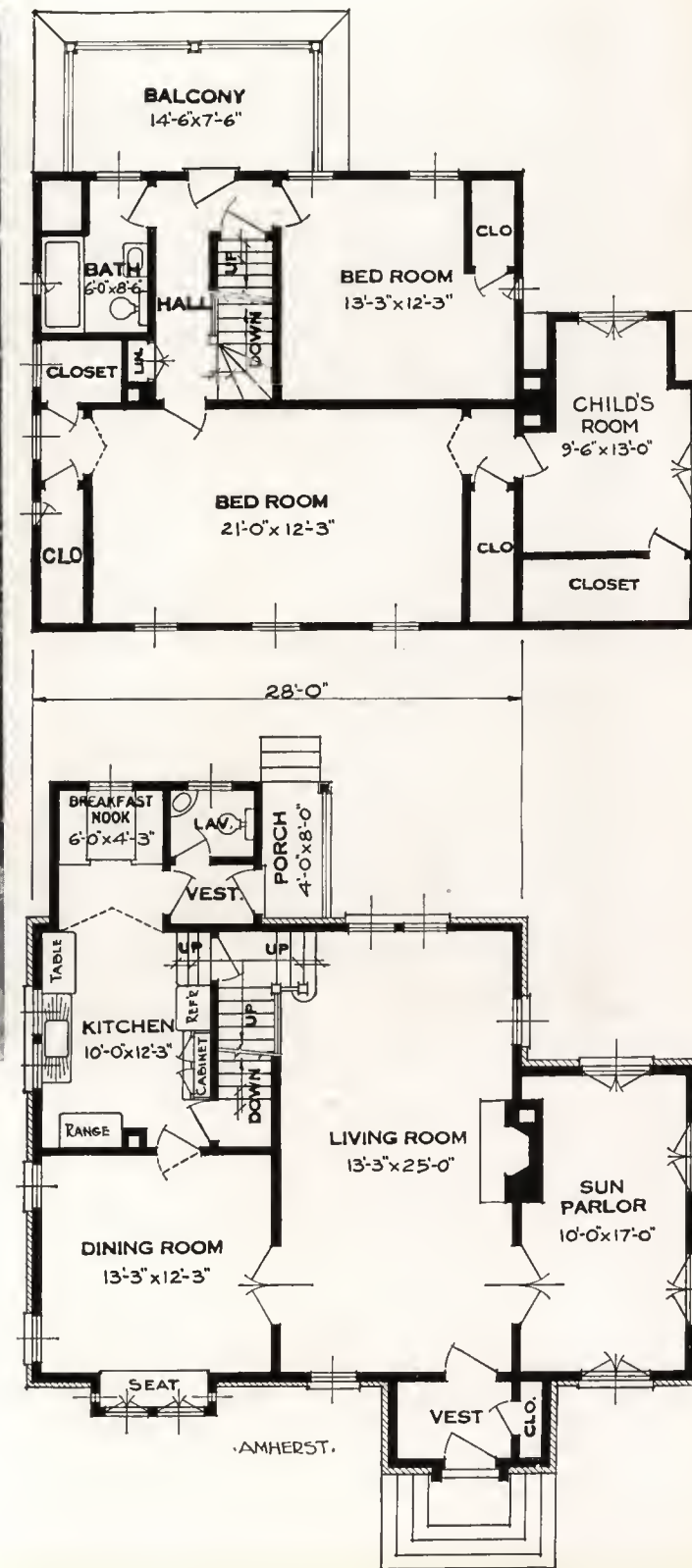
The Dumont cannot be surpassed as a double house, and will make homes of exceptional advantages and refinement for those whose experience and education have taught them the value of good fellowship and neighborly kindness. Learning to co-operate with our fellow creatures is the secret of overcoming selfishness and all of its poisoning effects upon our better selves.





The AMHERST (Size 28x26')

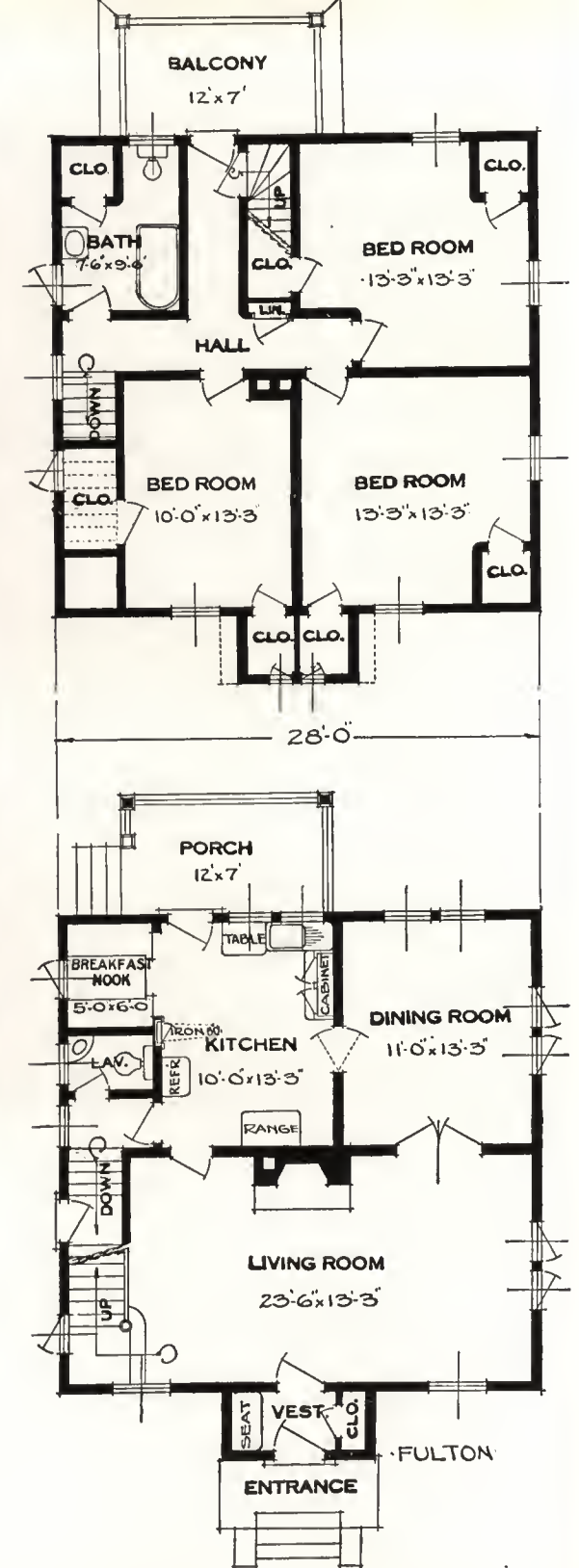
A child seldom becomes a burden on society whose home life has been one of happiness and contentment. The home is the localized center from which initial impulses for good or evil go out. Those who select The Amherst as a home in which to purify the environment for their children may well pay the debt to humanity which all of us owe.





The FULTON (Size 28x28')

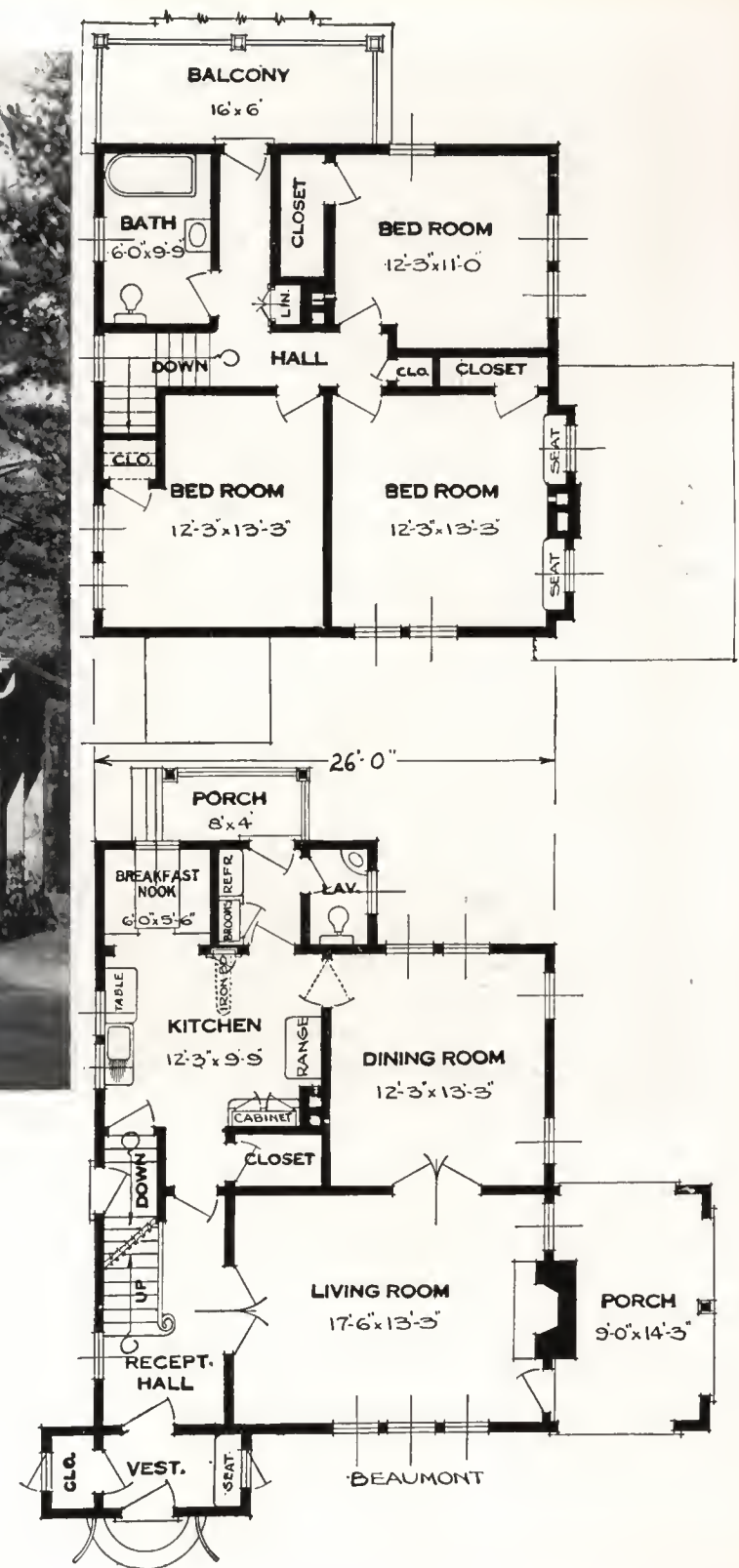
The woman who knows that the surest way to a man's heart is through his sense of taste, and that sympathy and appreciation will lead him over mountains while criticism causes him to balk stubbornly on a level, can make any home an influence for permanent good whether it is of The Fulton style of architecture or a more humble cottage.





The BEAUMONT (Size 26x28')

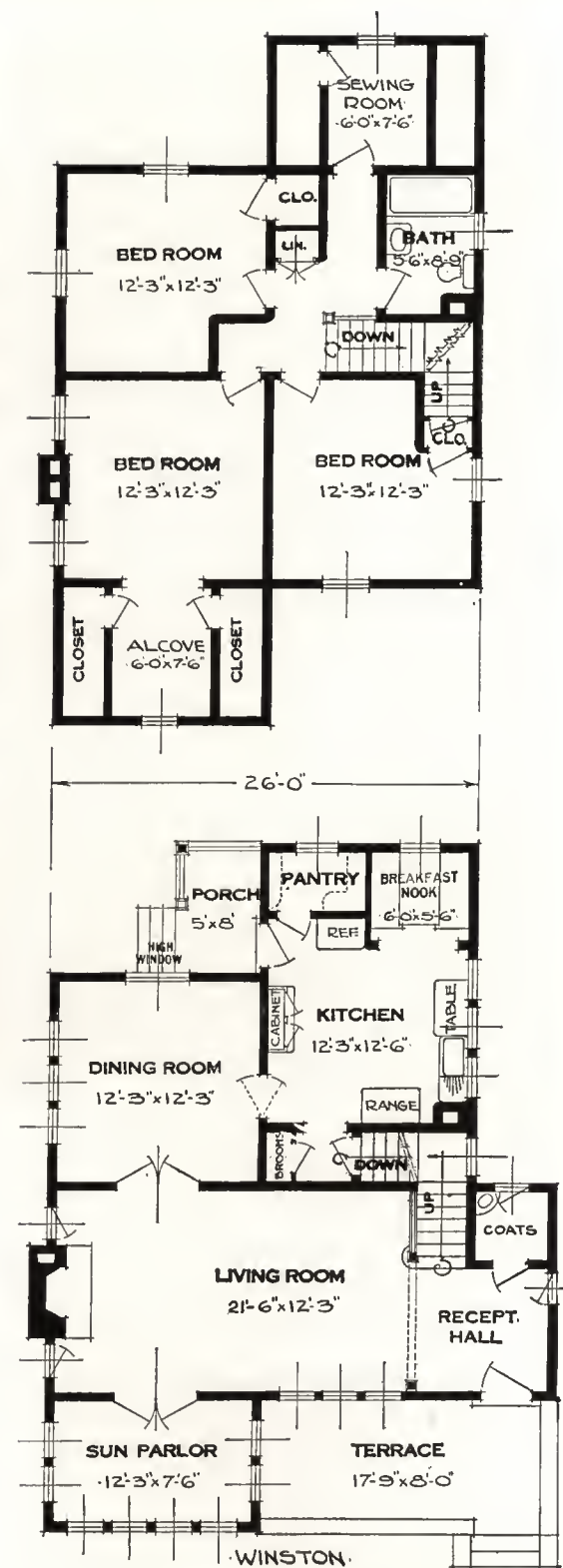
Those only are great who love and are kind, and these greatest of human faculties are best developed in the home. Those who strive hardest to attain a home, strive hardest for the development of the best in themselves and in turn bring out the best in others they meet. Striving for a home such as The Beaumont, elevates, educates and ennobles.





The WINSTON (Size 26x26')

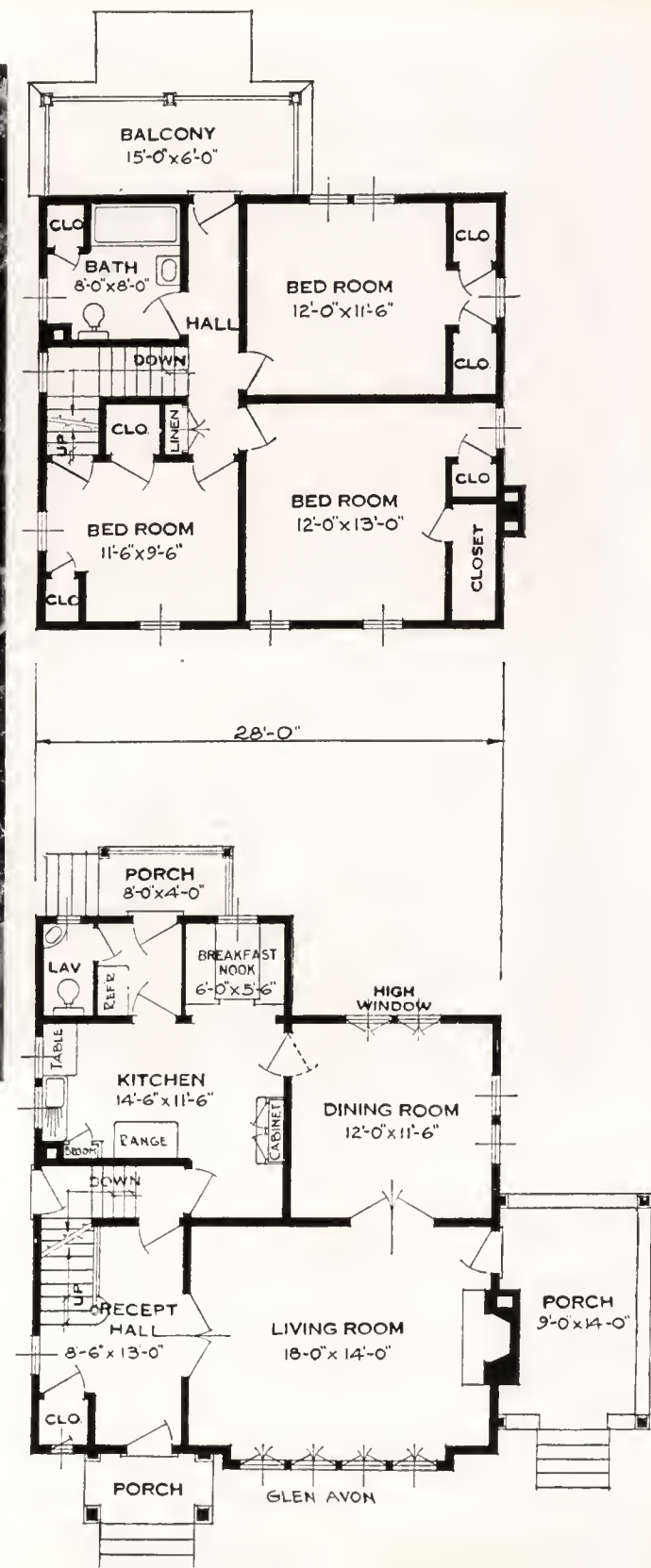
The unprecedented progress of the American people can be attributed more than anything else to the freedom which American women enjoy in the home. When a woman of culture selects a home like The Winston for her kingdom, in which to practice the principles of freedom and co-operation, a new star is manifest in the firmament of civilization.





The GLEN AVON (Size 28x26')

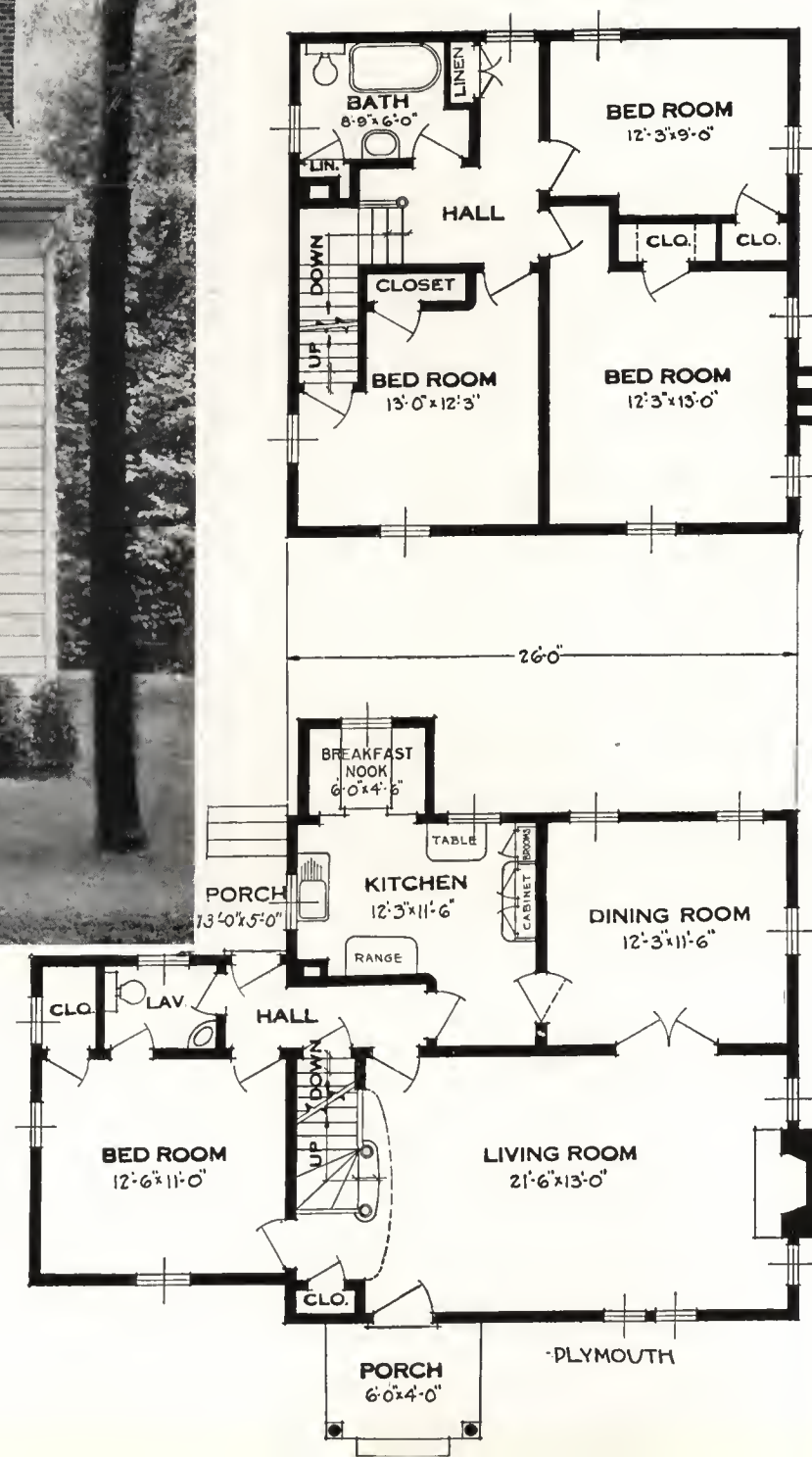
Woman is by nature more economical than man, and her better judgment always offers protest against avoidable avenues of waste. To her, rent receipts are constant reminders of funds foolishly spent, and constantly she sees a vision of a home, perhaps of The Glen Avon style, which the rent money would shortly purchase.





The PLYMOUTH (Size 26x26')

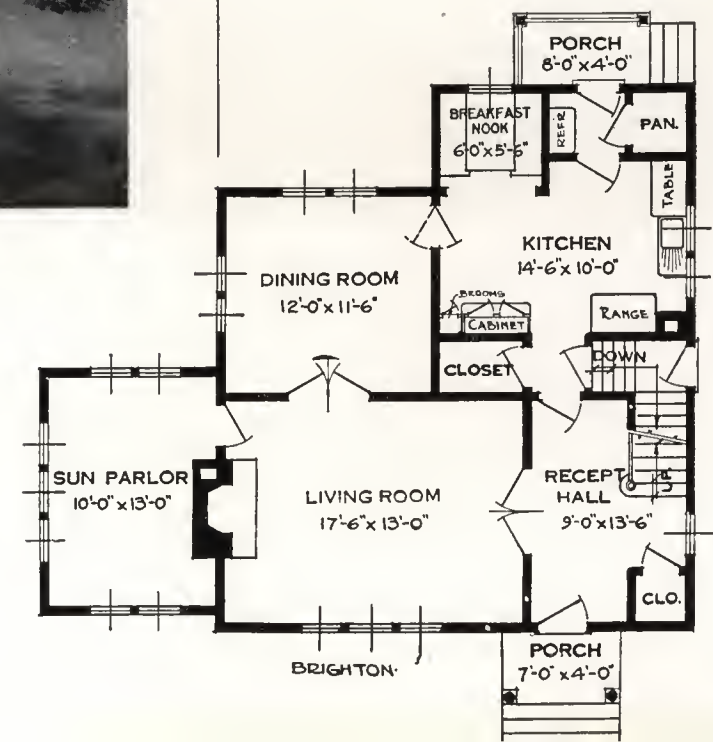
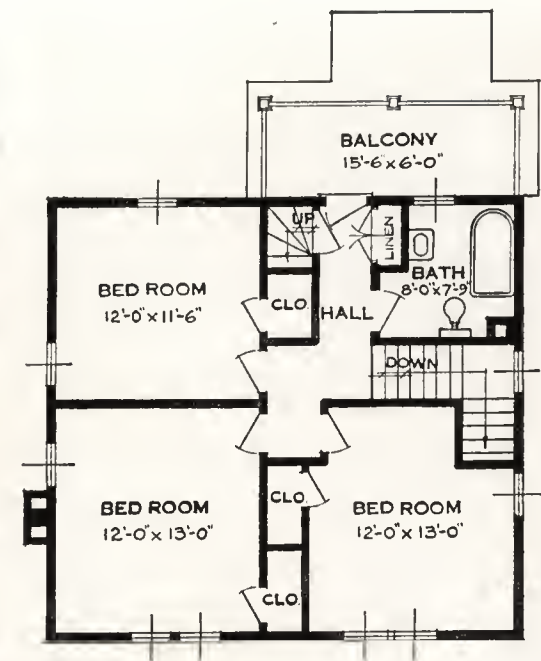
The strength and union of America has been developed and kept sacred by liberty and home-loving people. Freedom and democracy as enjoyed and expressed in the home are the principles which promote our progress as a nation. Could every family enjoy in a home like The Plymouth the freedom to which all are justly entitled, strife would cease and crime would be unknown.





The BRIGHTON (Size 28x26')

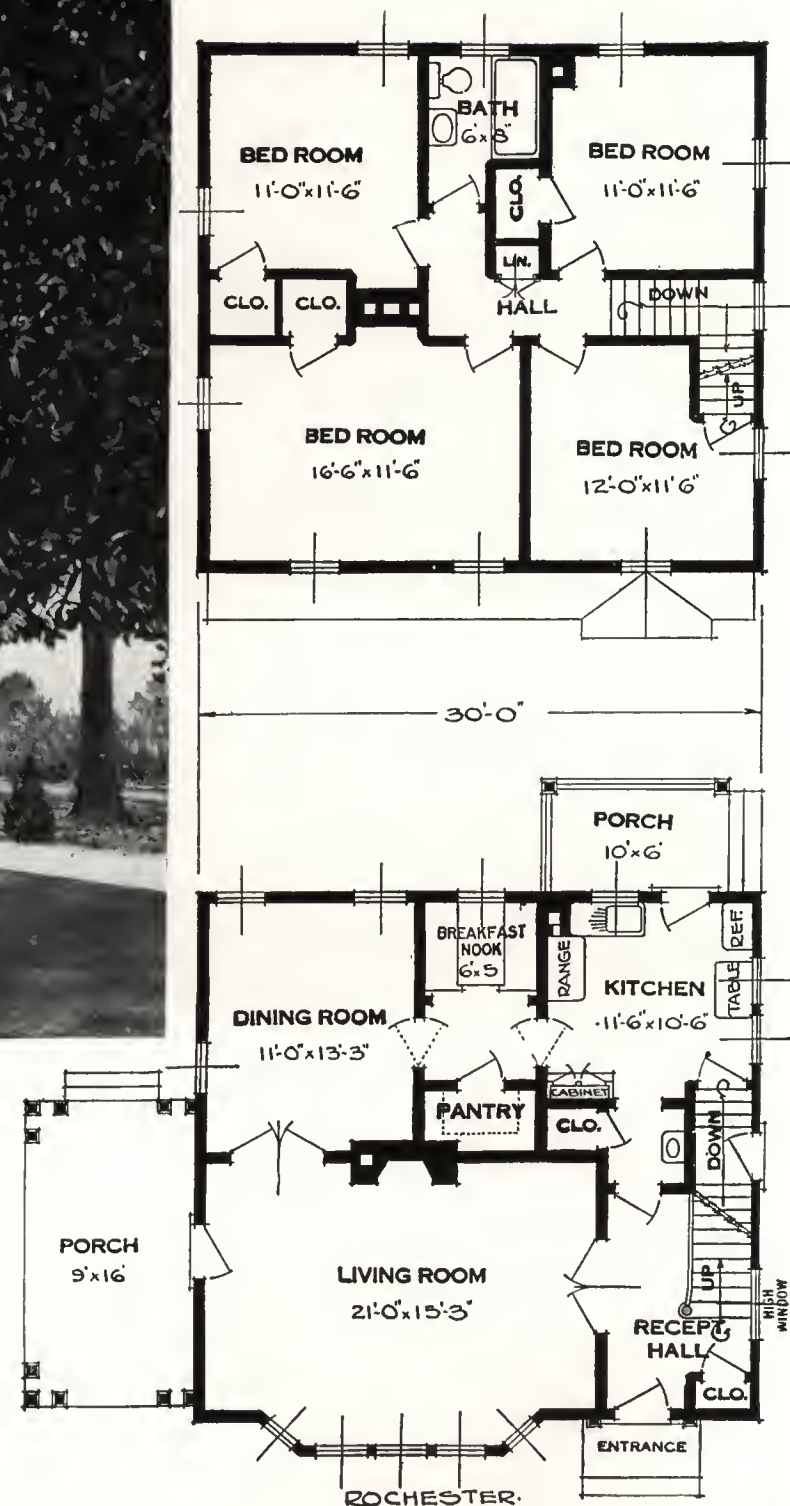
The money one pays for rent is lost forever—it never comes back. It is a permanent investment which pays no dividends, and can never be converted into cash or exchanged for anything of value. When one's earnings are monthly invested in a neat home like The Brighton, he is soon enabled to realize his dreams for a home of his own.





The ROCHESTER (Size 30x28')

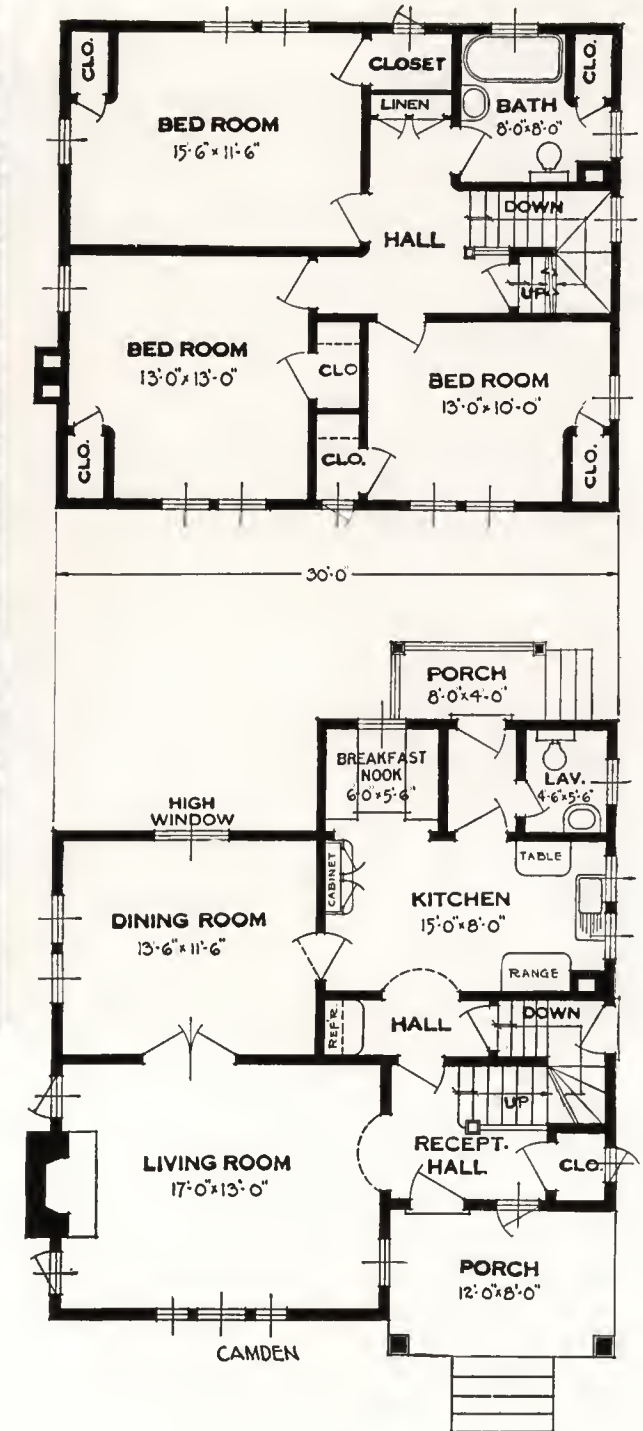
Every child has the right to be born and reared in an environment free from discord and paternal unrest. It is far easier for parents to maintain a wholesome atmosphere for their children in a private home like The Rochester than it is in a crowded tenement or apartment house where conditions are neither sanitary nor homelike.





The CAMDEN (Size 30x26')

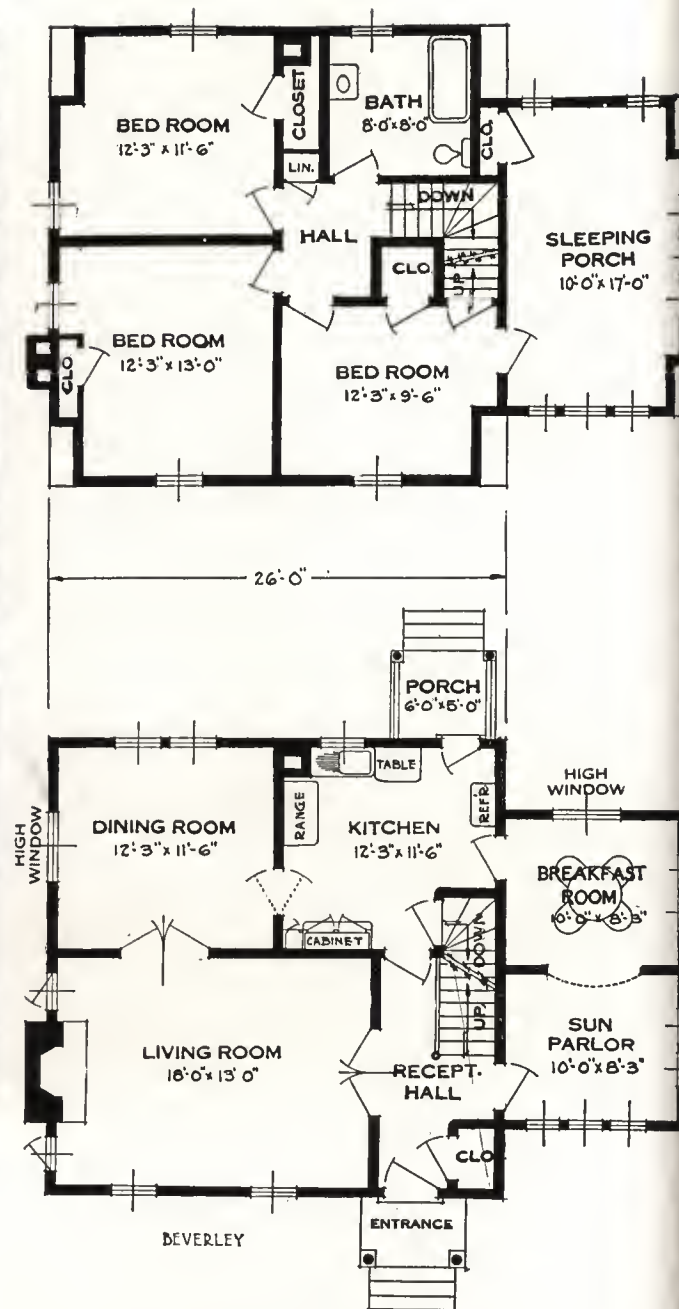
Those who put their savings into get-rich-quick schemes instead of homes of their own are, as a rule, the most dependable support for landlords. The suburban streets of all cities could be lined with artistic homes similar to The Camden with the money which is yearly fooled away with fakers who play upon the imagination of the inexperienced.





The BEVERLEY (Size 26x26')

The first step in the path of progress is to fix in the mind a clear vision of better conditions, better surroundings and a better place for normal and unhampered growth. Growth comes from freedom of thought and an inner feeling of independence. In no other place can a family so well realize this desired freedom as in a home of their own—such, perhaps, as The Beverley.

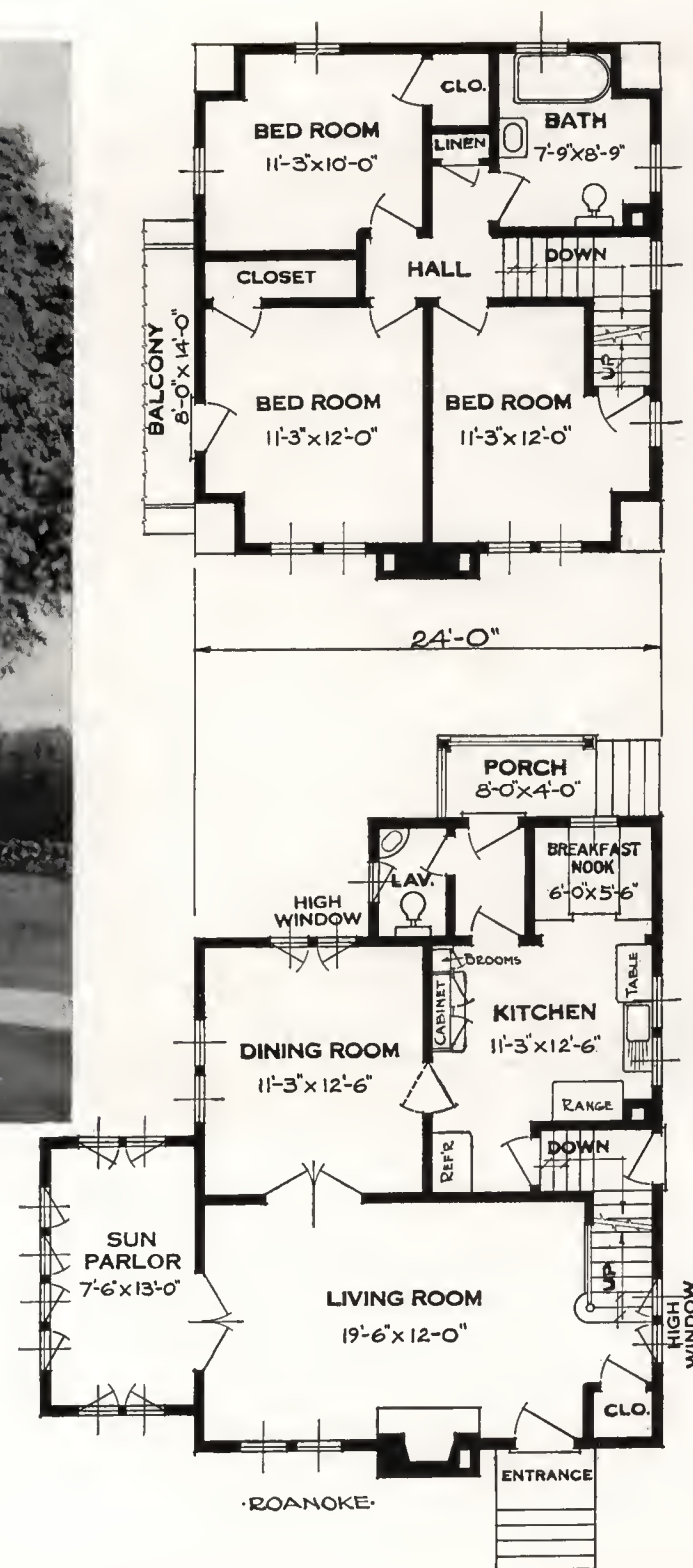


All plans are so prepared as to permit frame, stucco, brick or tile construction.



The ROANOKE (Size 24x26')

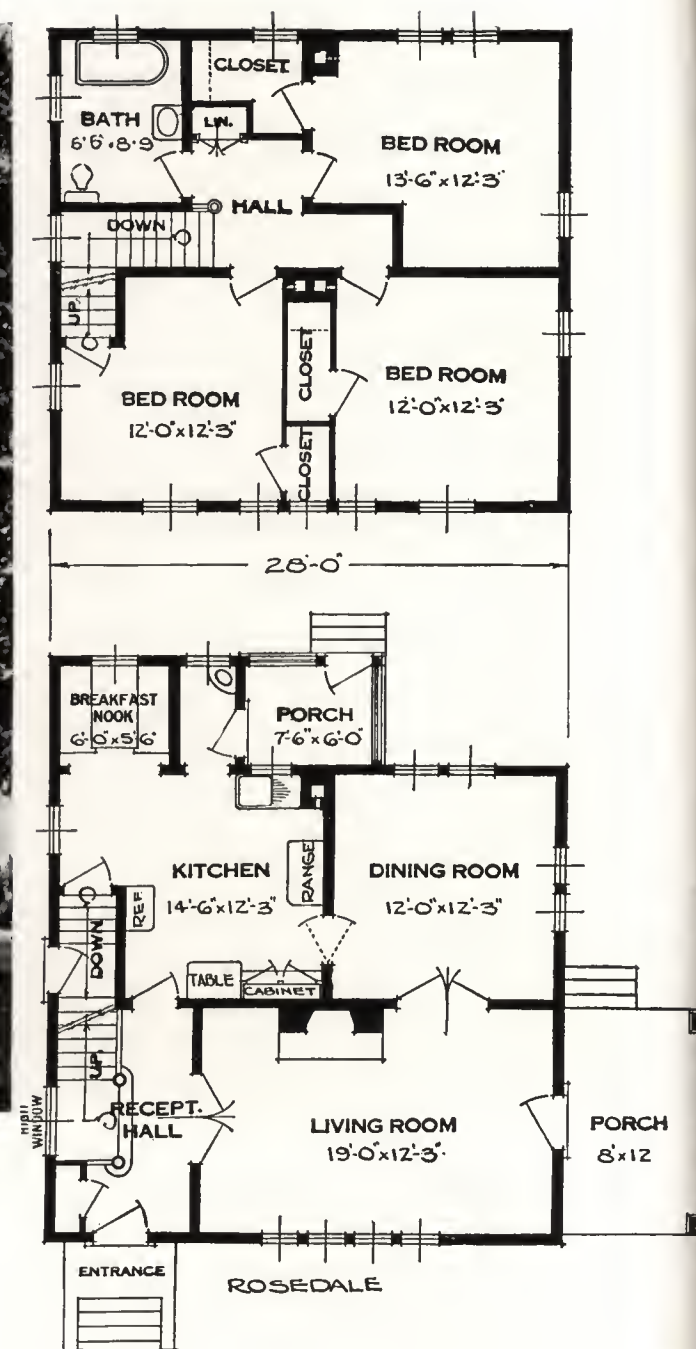
In no other way can a man develop the respect of others for himself and his family as in the building of a home of his own. With home ownership comes fellowship and citizenship. One wins far more confidence by building a neat home on The Roanoke plan, to meet the requirements, than in burdening himself and his wife with a larger house than is needed.





The ROSEDALE (Size 28x26')

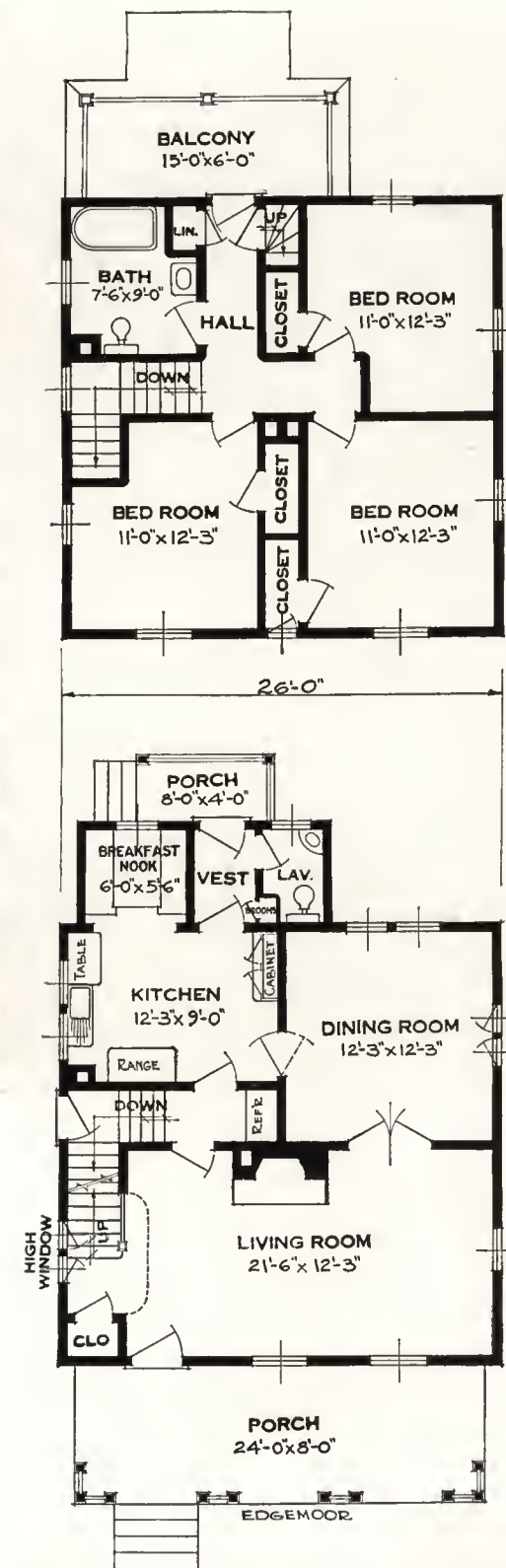
The care of a family means responsibility, and responsibility in turn creates power. Just as it is more economical to own a home in The Rosedale class than it is to pay rent, just so it is more economical for a man to support a family than to deny himself the breadth of vision which comes as the result of a happy union and a happy home life.





The EDGEMOOR (Size 26x26')

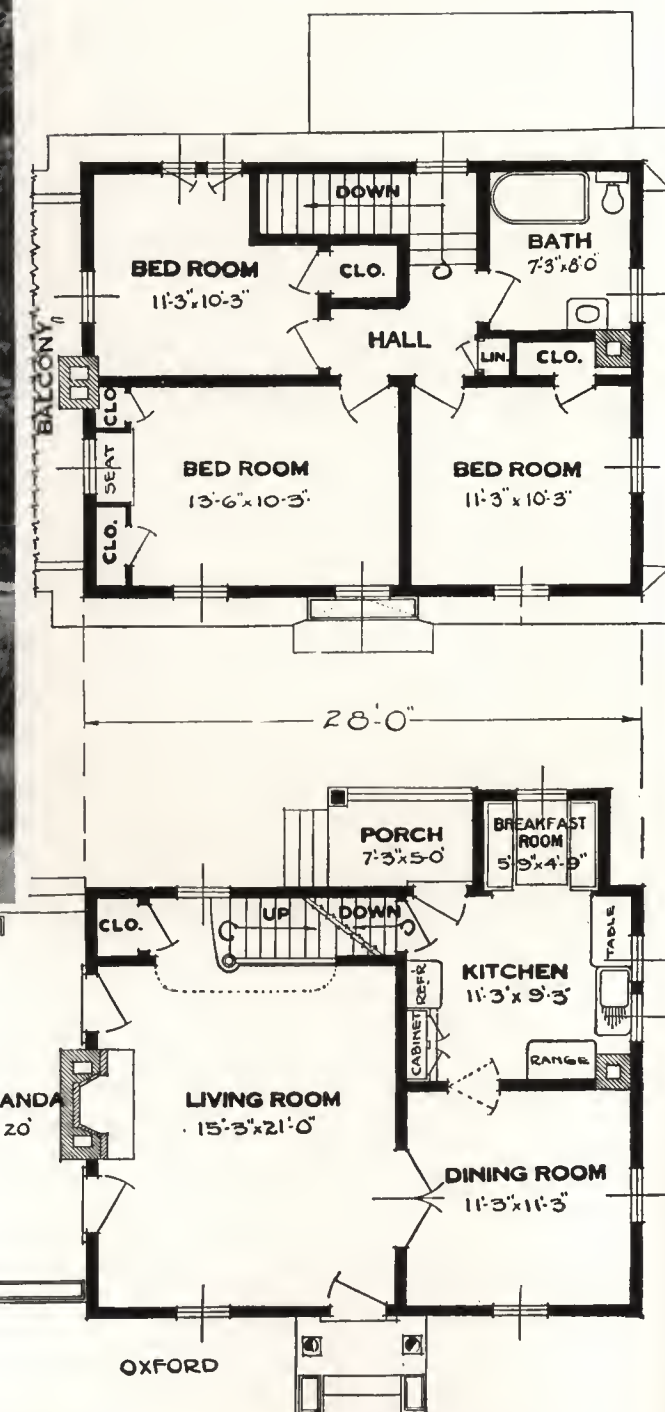
When one wishes to build a home, there are three points to be considered: first, the size of his pocketbook; second, his family and their requirements; and third, the type of house out of which he can realize the greatest profits if it becomes necessary to dispose of it. The Edgemoor is not only a practical house for a home, but is always a salable type.





The OXFORD (Size 28x22') (Also 30x24')

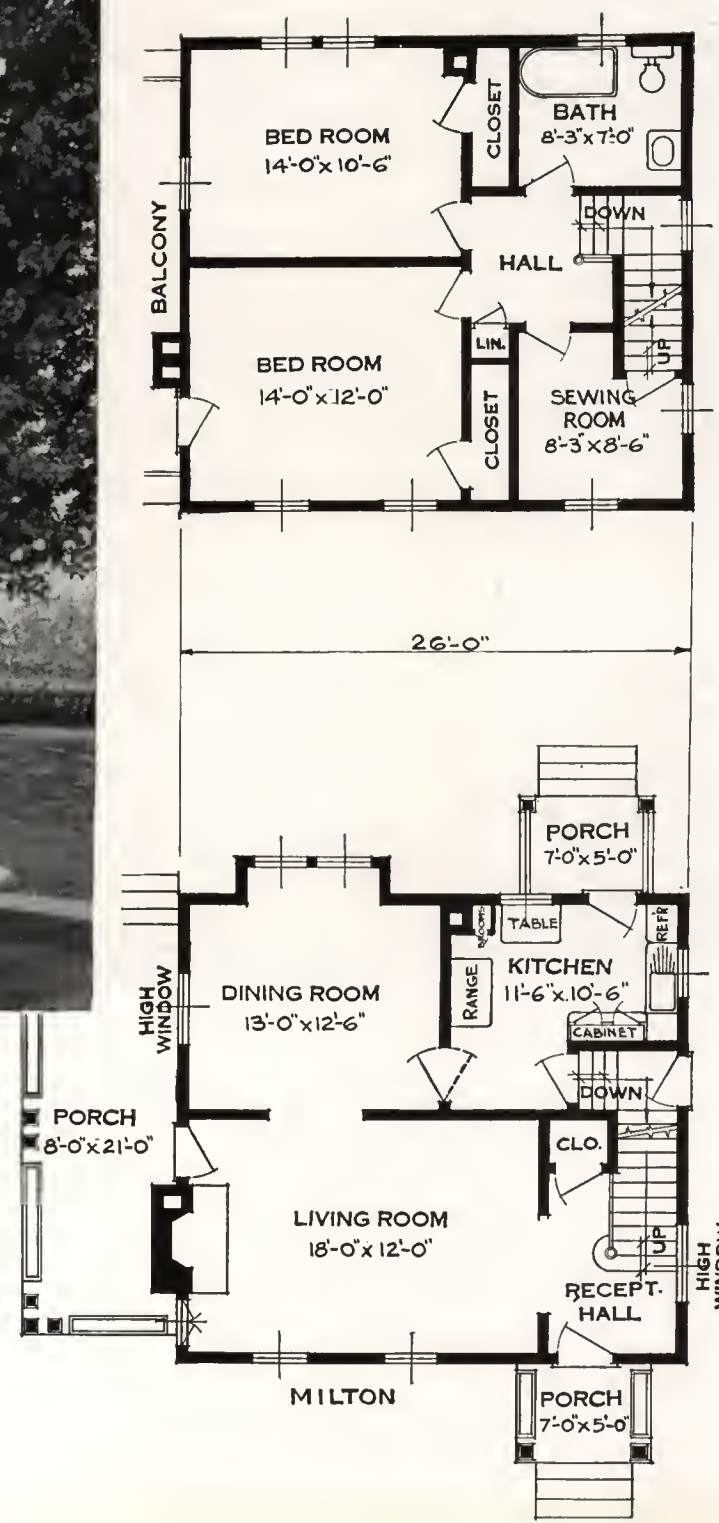
When freedom and joy are the wife's share in homes like The Oxford they become the child's heritage, and a happy childhood is an imperative preparation for a happy maturity. The sacred memories of a joyful home have kept many a man from losing his balance and self-respect. We would have little need for prisons if all children could enjoy the early home life to which they are entitled.





The MILTON (Size 26x24')

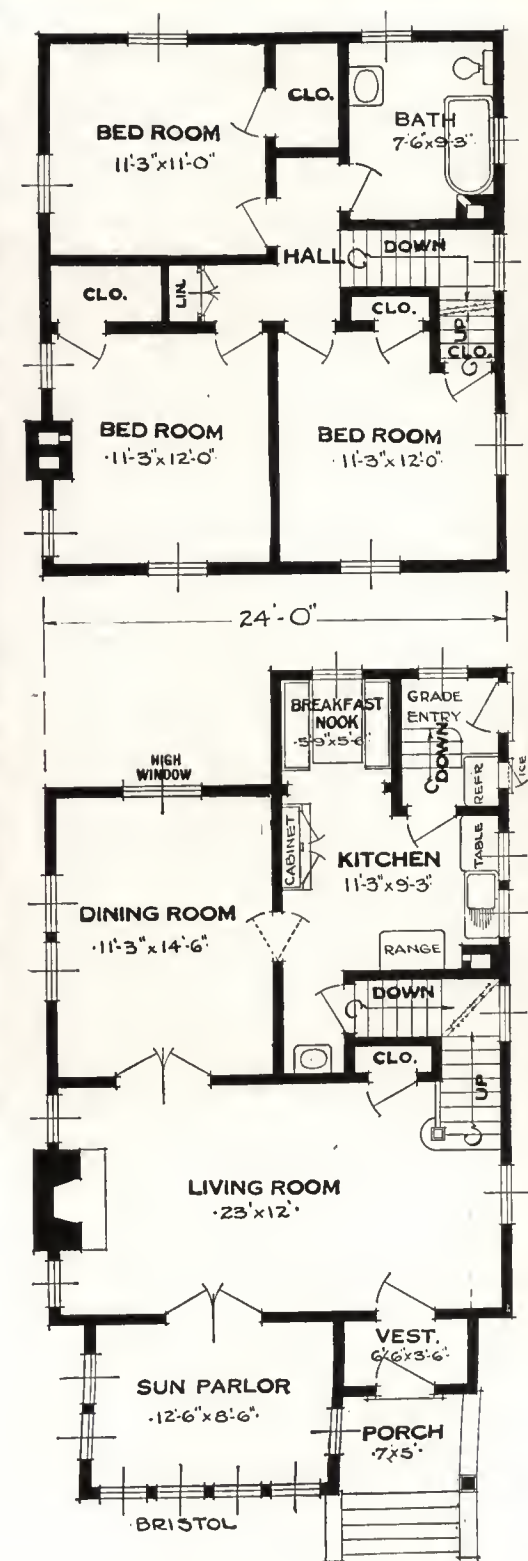
Had the laws of democracy been practiced in every land and country for the past ten centuries, such a thing as paying rent for a home would in this age be entirely out of the question. The unborn desire in every human heart for a home would at least prompt all to possess their place of habitation, even though it were not so attractive as The Milton.





The BRISTOL (Size 24x28')

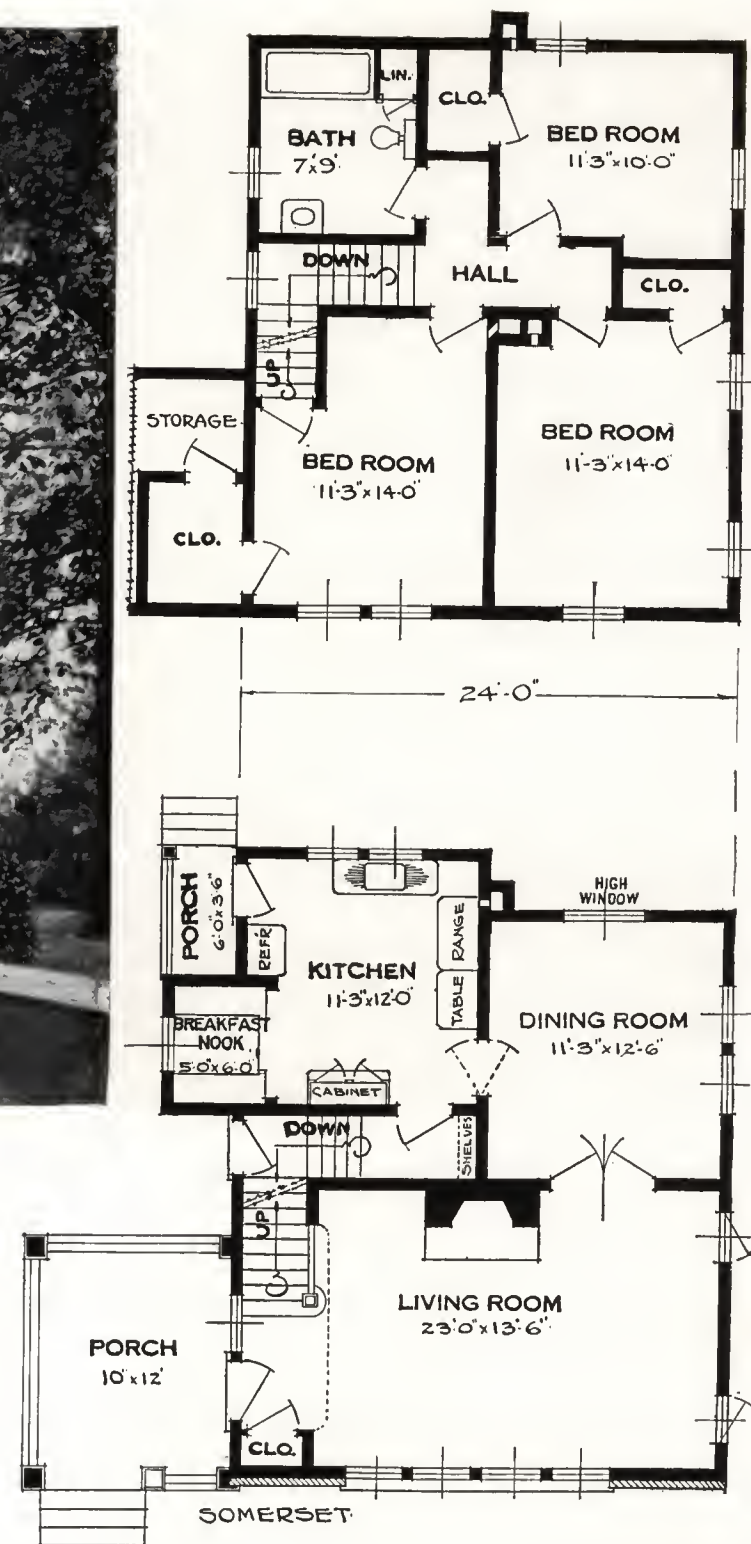
To the wife and children home means infinitely more than to the husband whose duties are elsewhere. To him it is a place for recreation and rest, but to them it is their kingdom. The hearts of many wives will go out to The Bristol, not with selfish designs, but with earnest maternal longings for better conditions for the culture and refinement of their children.





The SOMERSET (Size 24x28')

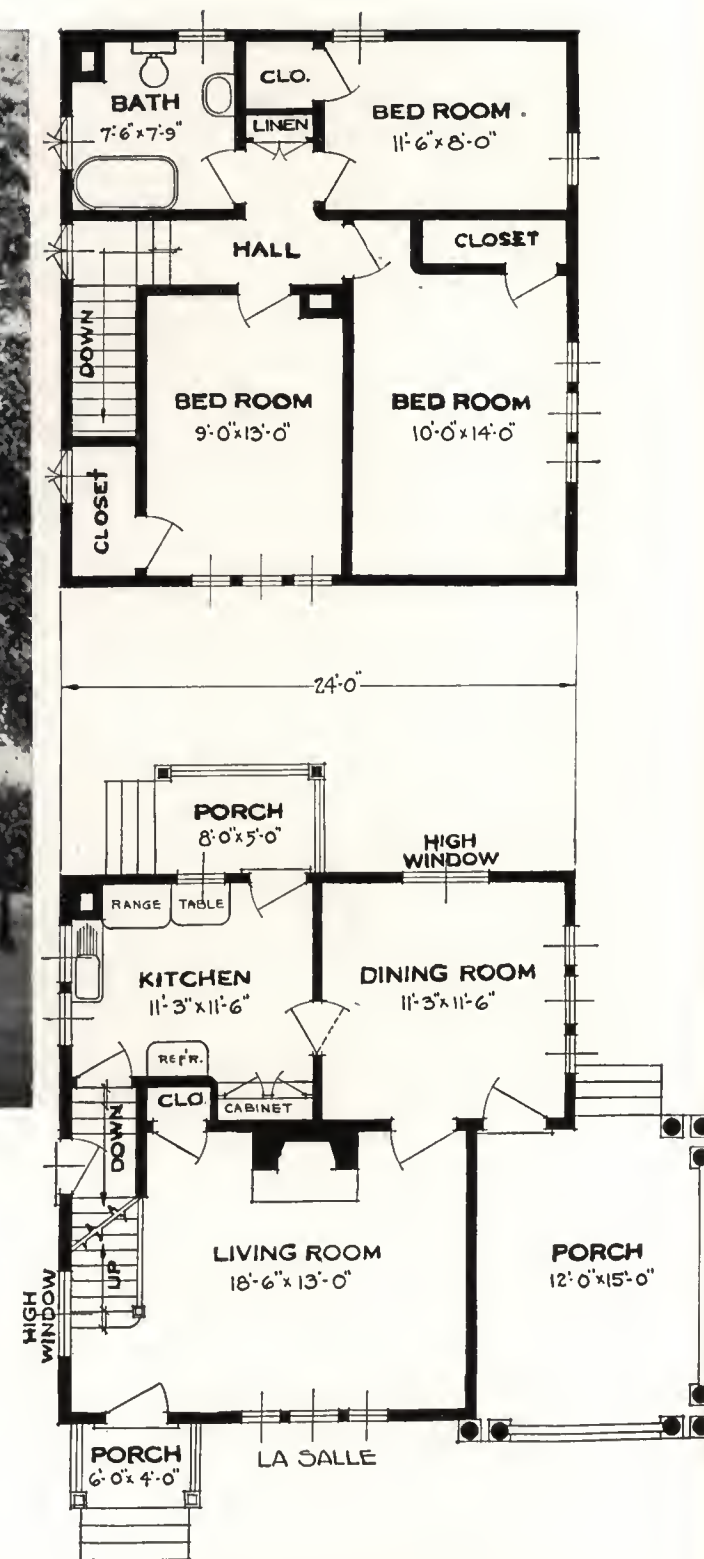
Homes founded on mutual interest are practically proof against the divorce evil. This is true because like attracts like, and when two individuals direct their hearts and efforts toward one single purpose, such, for instance, as the building and making happy a home of The Somerset design, they daily learn to know each other better because they think each other's thoughts.





The LA SALLE (Size 24x26')

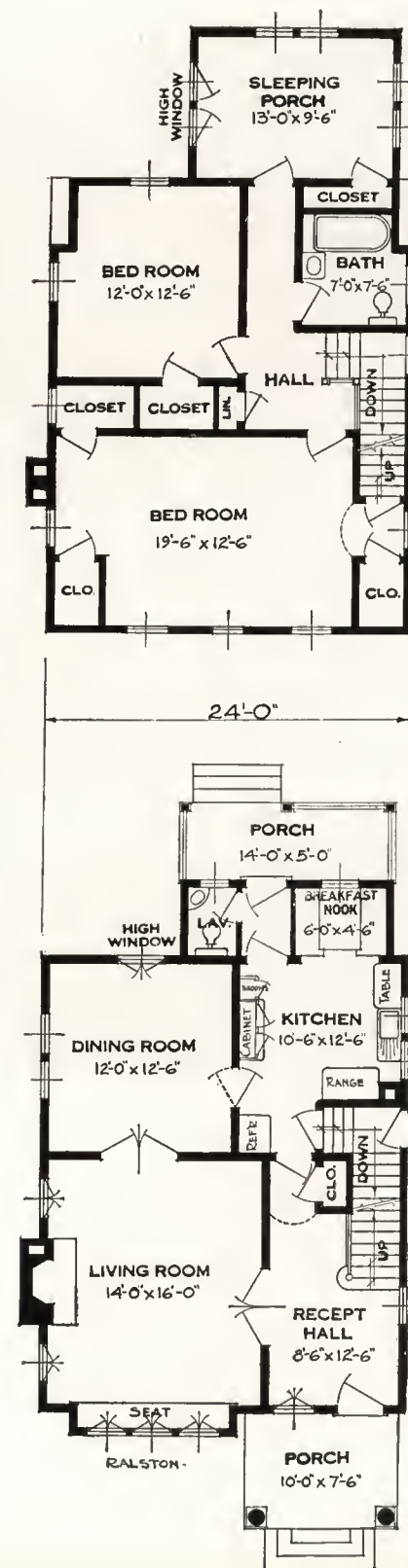
One takes little interest in beautifying a home and garden which belong to another, and which may be sold without notice. There is a feeling of inappreciation and uncertainty which deeply affects his love for home. Those who build The La Salle, and know that every improvement added increases its value, will find both their time and money well and joyfully spent.





The RALSTON (Size 24x30')

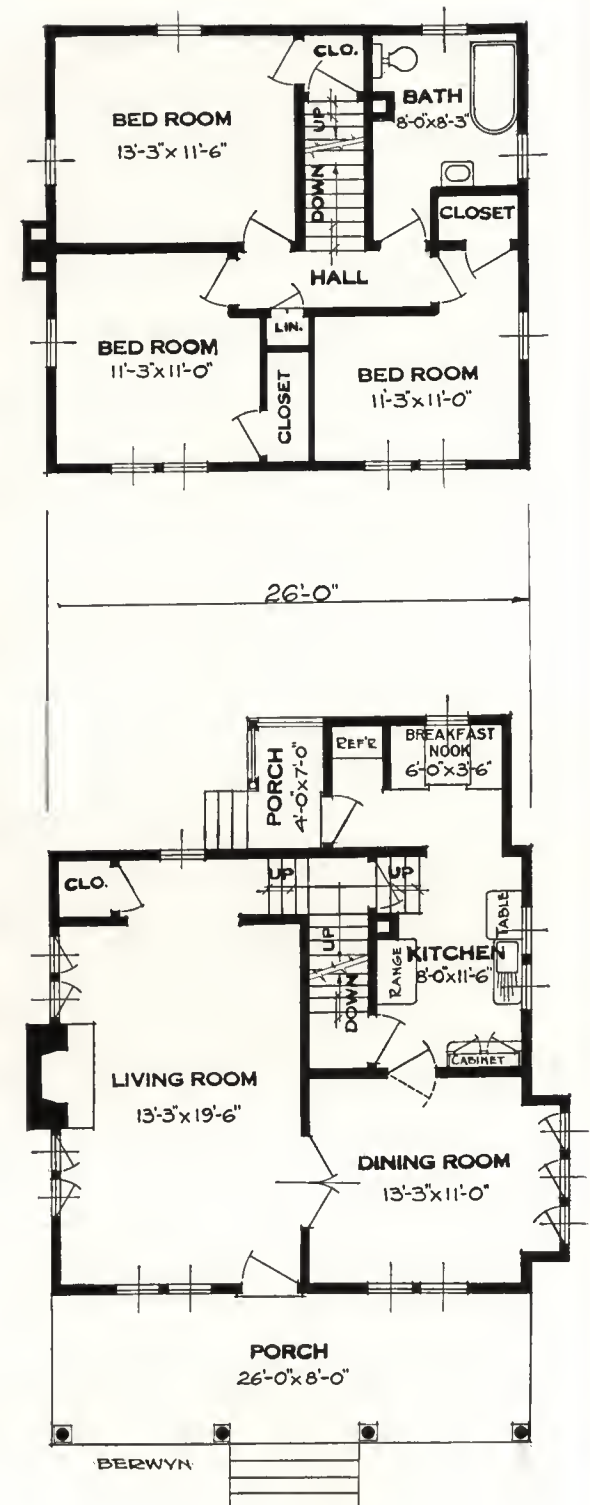
The club rooms are not filled by men whose earnings have gone to purchase or build homes like The Ralston, for where a man's treasure is there will his heart be also. Man loves best those things which have cost most in earnest effort and self-denial, and there is little outside attraction for him whose longing for a home is satisfied.





The BERWYN (Size 26x24')

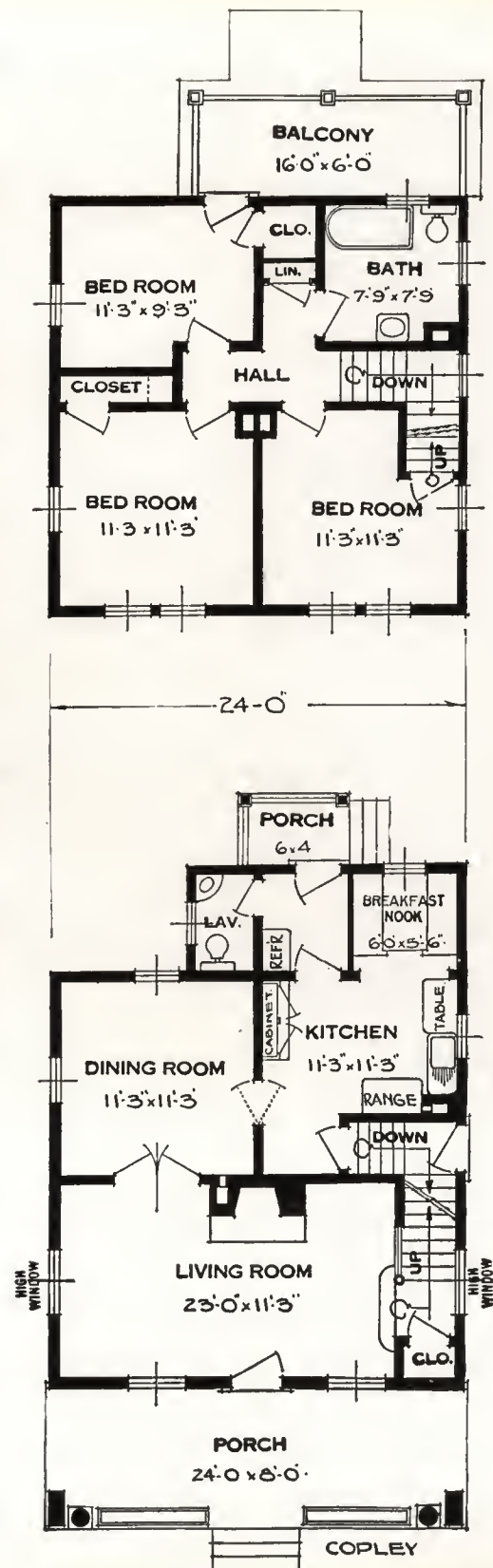
Crowded tenements and apartment houses are the hotbeds of jealousy, disease and discord. It is hard for the heart to find room for expression when the mind is full of the cobwebs of gossip. Those who are earnestly seeking a purer atmosphere, where their children can be brought up in a better environment, will find The Berwyn an ideal house for a home.





The COPELEY (Size 24x24')

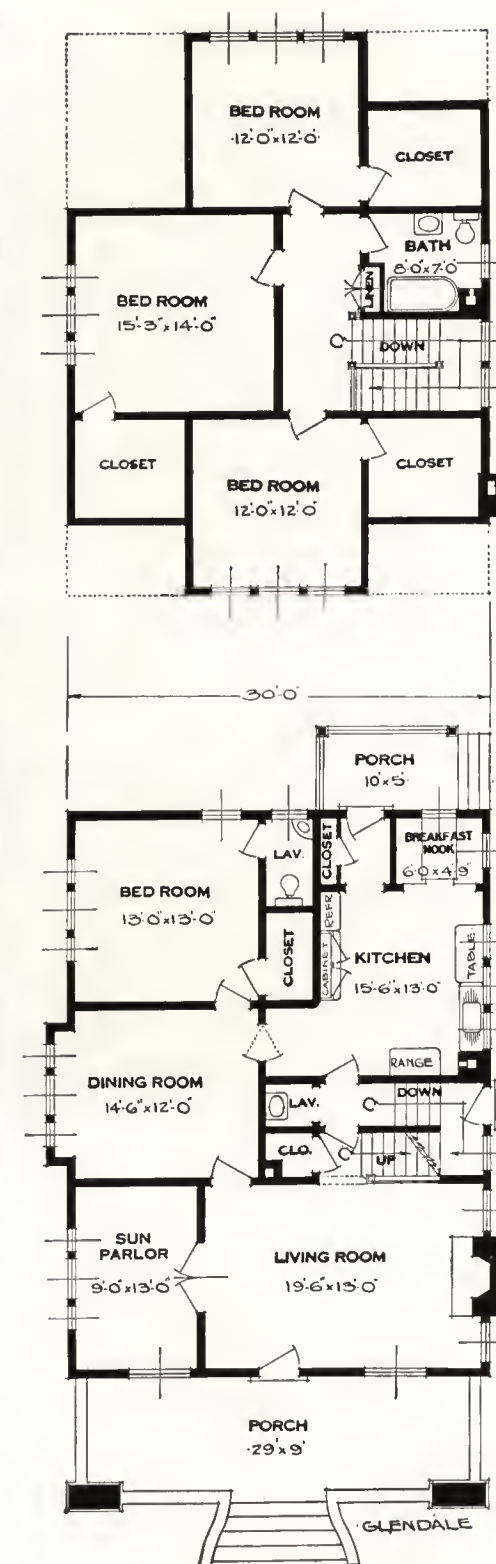
The money paid for rent will soon pay for the house rented, but it is still the landlord's, and the only thing of value which the renter has to show is a bundle of rent receipts. For those who resolve to spend their money more wisely, The Copeley will prove to be a permanent investment with daily dividends of independence beyond any monetary value.





The GLENDALE (Size 30x40')

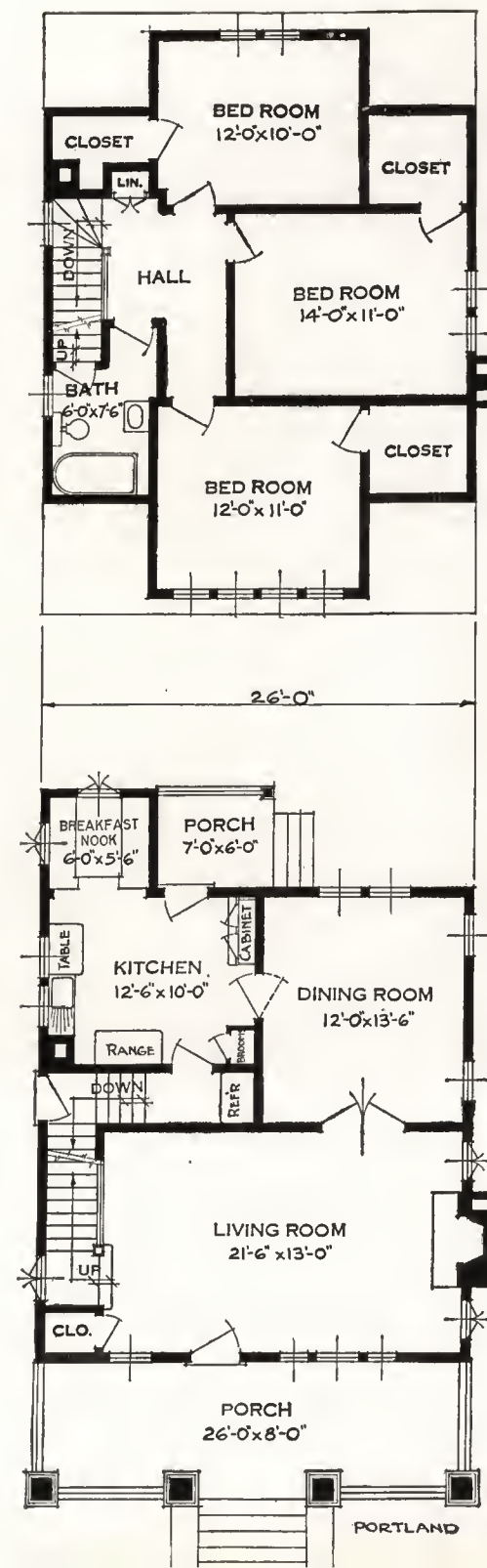
The human mind is a most powerful magnet, and never fails to attract to us those things and conditions on which our hearts are earnestly and constantly centered. The Glendale is within reach of him who wills and fears not the petty things of sacrifice, knowing that these will be forgotten or remembered with delight when the goal is finally realized.





The PORTLAND (Size 26x28')

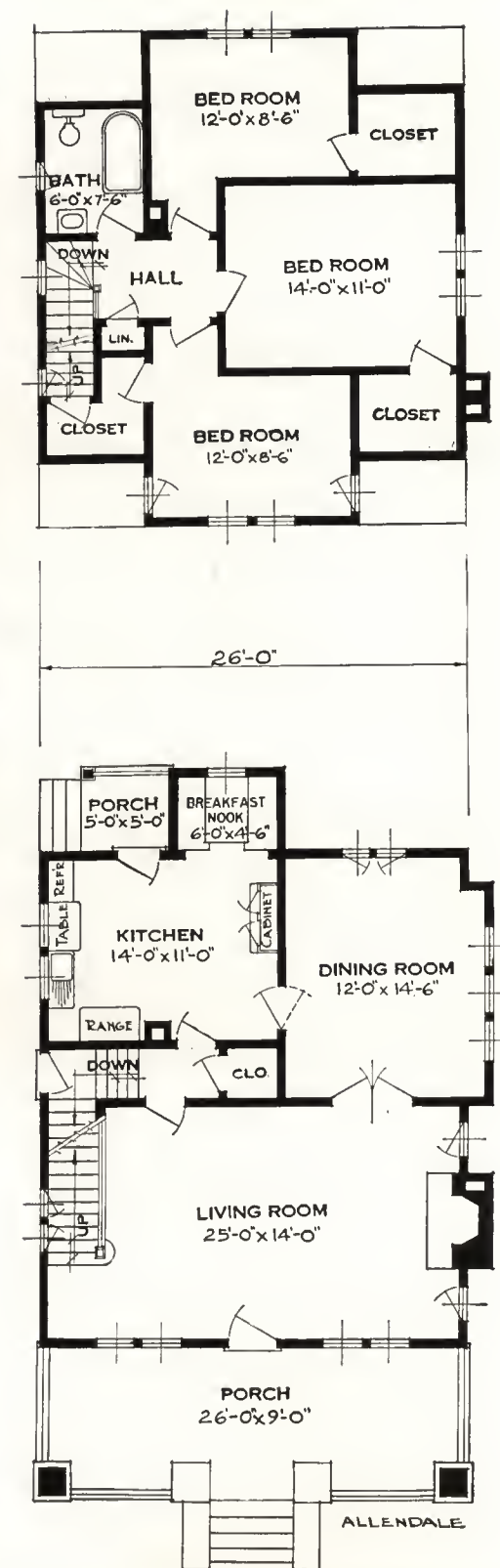
There is something void in the being of a man who has the care neither of a home nor a family. Within the walls of his selfish fancy he may boast of his freedom and life of ease, but he is a prisoner indeed who knows not the joys of conjugal companionship, and the care and responsibility of a home, perhaps in the class of The Portland.





The ALLENDALE (Size 26x30')

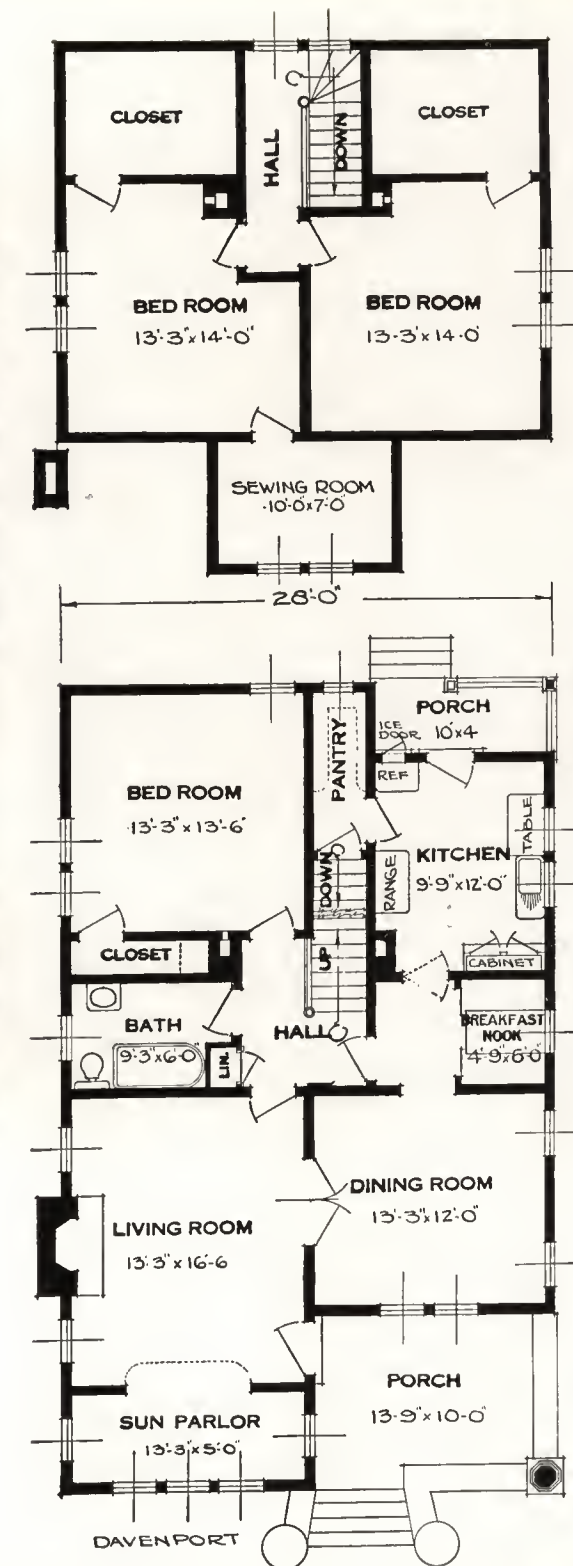
The reward for a thing well done is to have done it. Homes built by others can never give us the inner satisfaction which comes as the reward for hours and weeks spent in the careful planning of a home of our own. In erecting The Allendale in accordance with their ideals, many will learn with peculiar delight the care-joy of home building.





The DAVENPORT (Size 28x36')

One of the greatest possible assets a man can plan and develop for the future safety of his wife and children is a home. If all men had the backbone and stamina to build for their family substantial homes similar to The Davenport, charitable institutions and orphan asylums would soon go out of business for the lack of inmates.

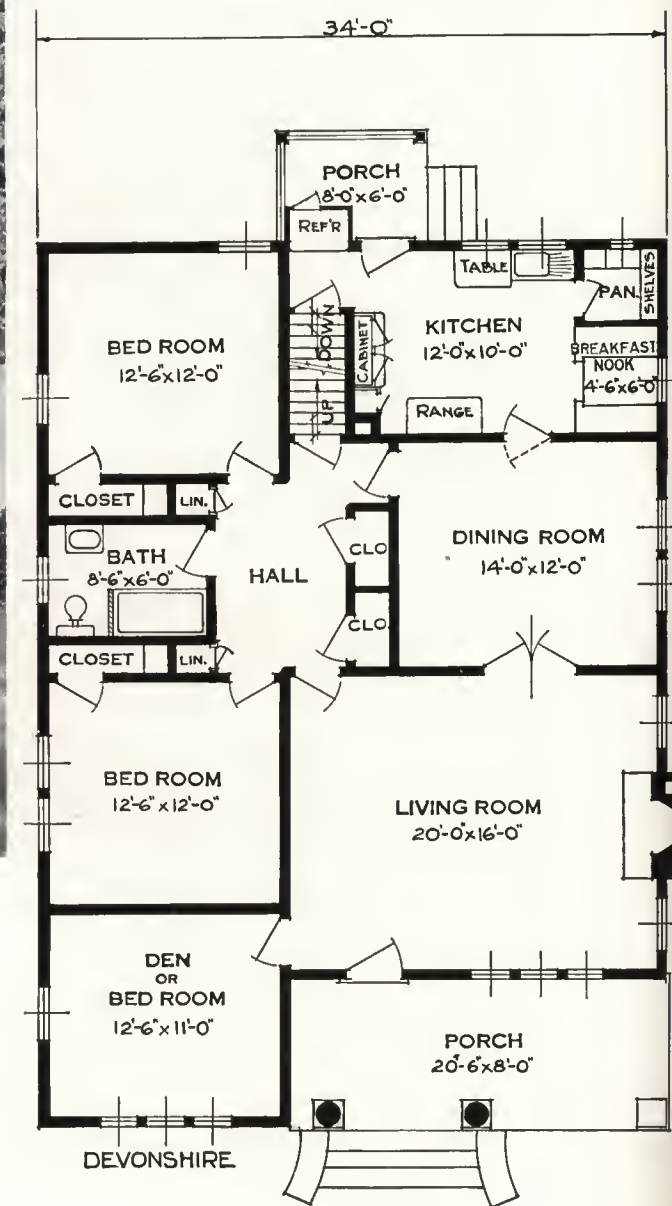




The DEVONSHIRE (Size 34x48')

All the creative, uplifting forces of nature conspire to help those who unselfishly seek a home of comfort and refinement where the finer qualities of their natures may be cultivated and their field of endeavor broadened. Those whose honest efforts enable them to build The Devonshire for a home may confidently expect the peace of mind to which they are justly entitled.

Men can produce far more when there is harmony and affection in the home.

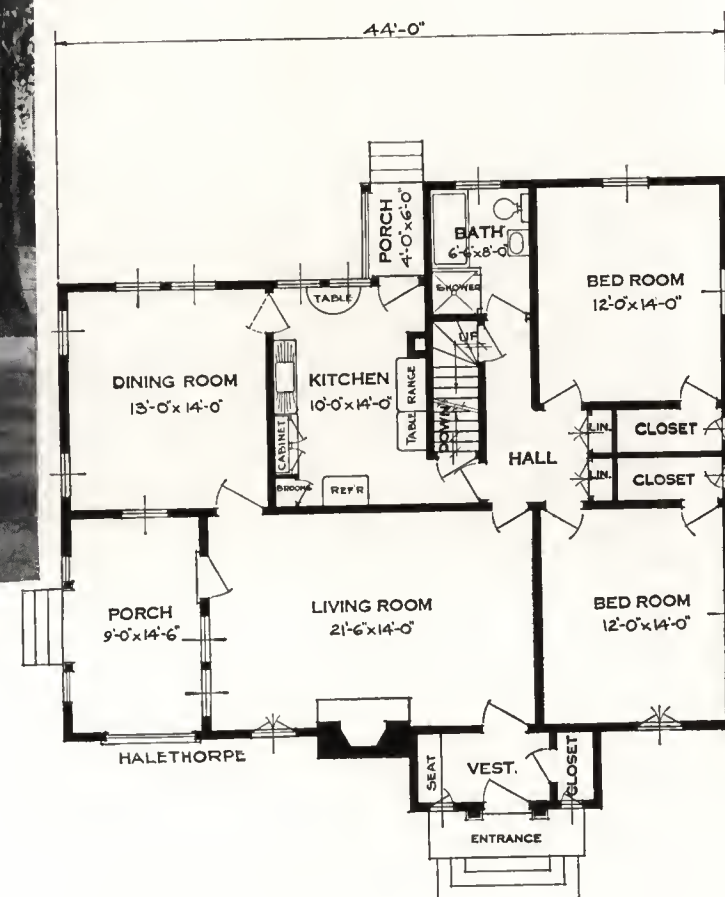




Beautiful homes are the product of creative thought—plus years of experience in architectural designing.

The HALETHORPE (Size 44x30')

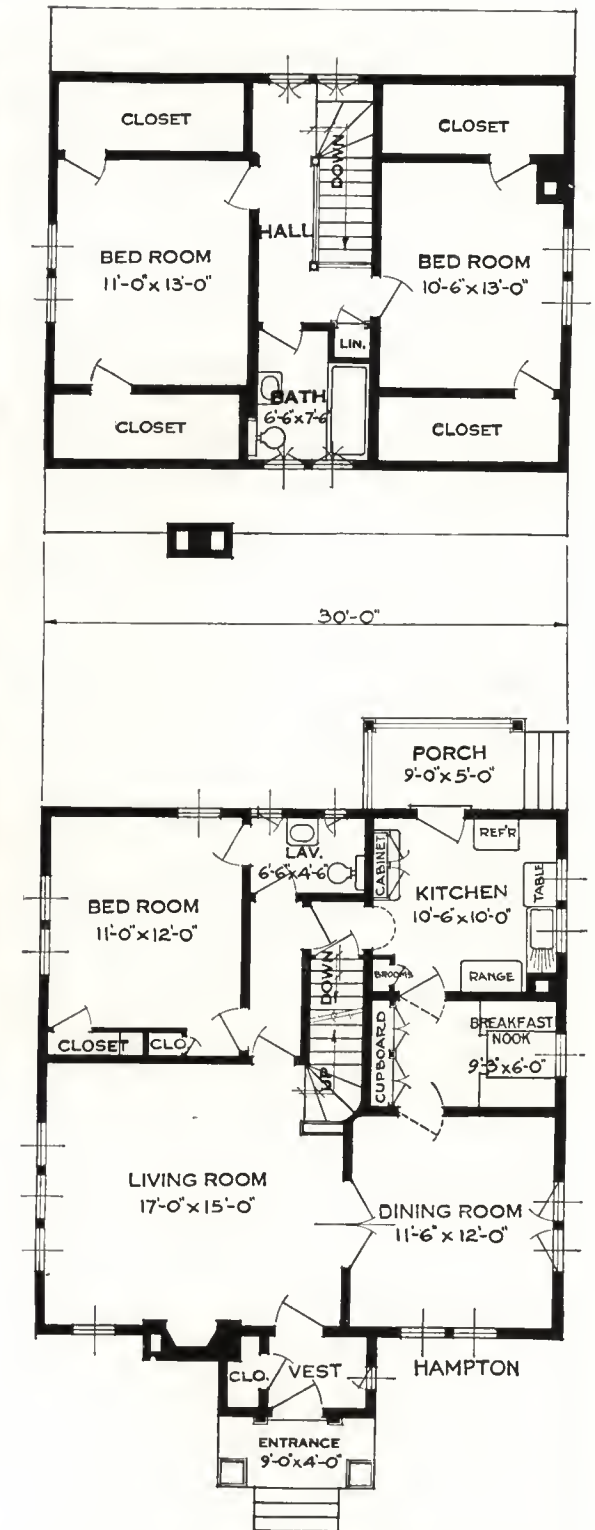
It is a wonderful privilege to forget the unfortunate experiences and hideous images of yesterday and begin life anew in a home like The Halethorpe. Happiness is for those who have the faculty to forget and live a new life daily "now and here," and nowhere is there such an opportunity for a full, new life as there is in a new home.





The HAMPTON (Size 30x30')

There is something in the nature of a woman that calls for seclusion in the home life. Presumably it is the maternal instinct that instinctively leads to privacy for protection. The woman whose inner self calls for a freer life in a private home, will obey the most sacred impulse if she patiently persists until such call is answered by the possession of The Hampton.

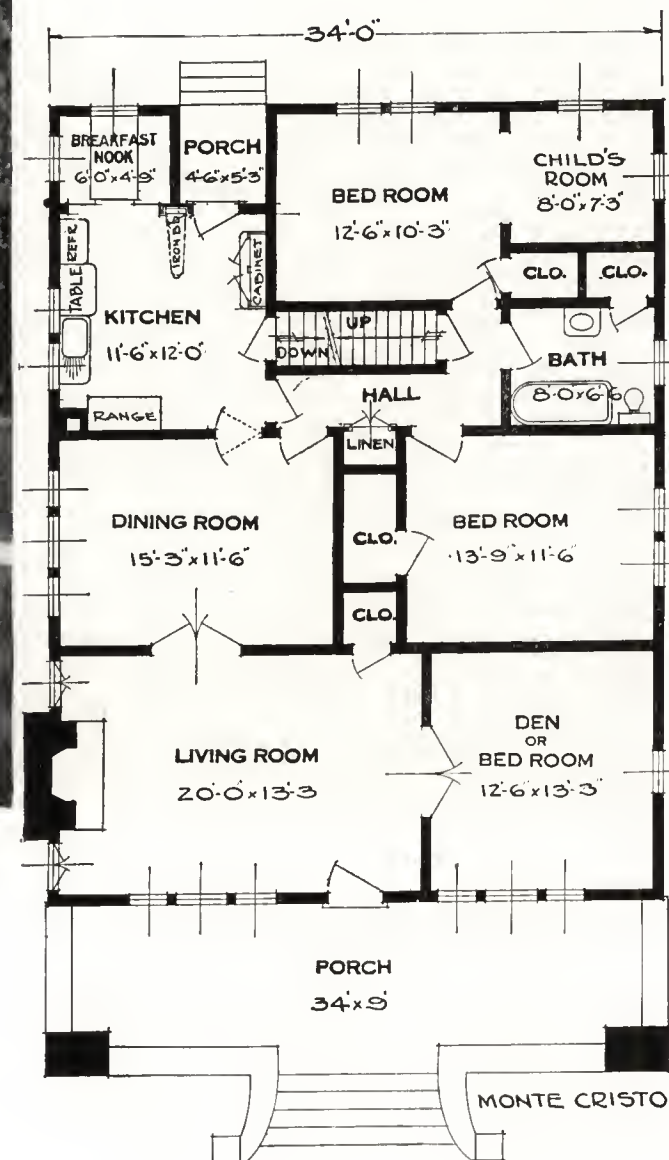




The MONTE CRISTO (Size 34x44')

Those who plan a home for a place of rest and contentment and in the planning think not of children and their comforts and joys, know little of the law of love and the underlying principles of happiness and mental growth. In The Monte Cristo the child's room is most thoughtfully arranged, and happy will be the occupants of this home if they are blessed with the care of children.

In the selection of a home woman's intuition is often worth more than man's reason.

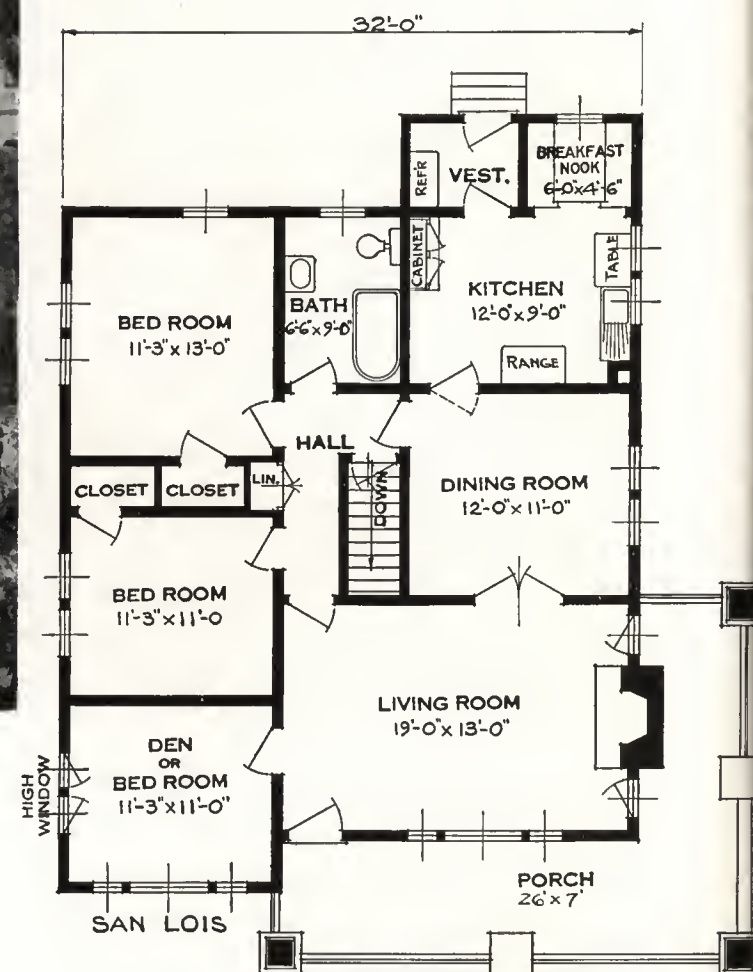




The SAN LOIS (Size 32x40')

There can be no freedom nor peace of mind in mature life for those who do not pay the price in youth. The price of freedom and peace is independence gained through sacrifice. Those who make the sacrifices necessary to enable them to own The San Lois will turn the present seeming desert into the paradise of their early dreams.

In the happiness of the home lies the health and strength of the whole family.

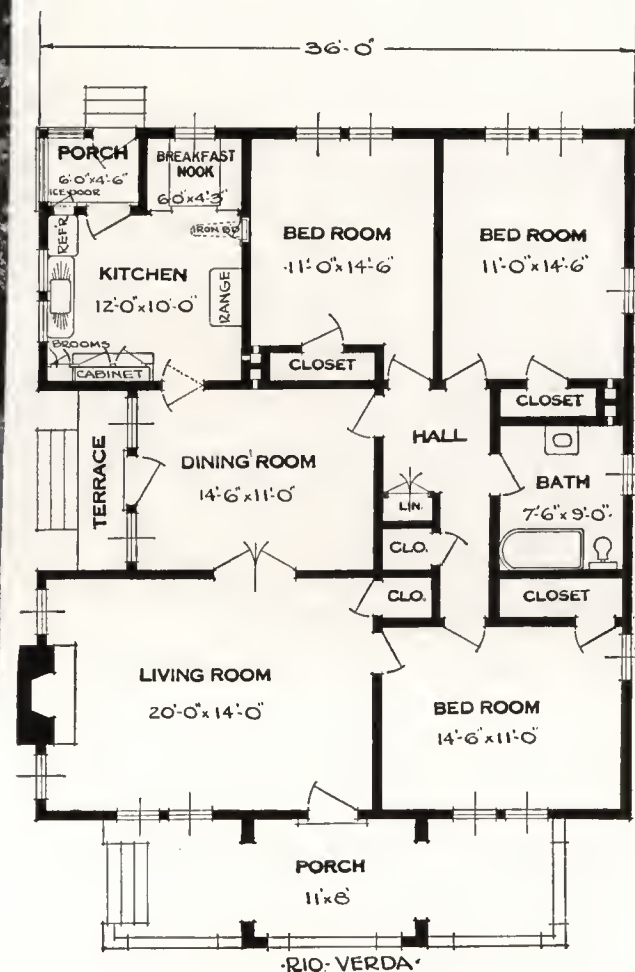




The RIO VERDA (Size 36x42')

Everything in life either grows or decays, nothing remains the same. The man who is not planning and saving to build a home eventually, is allowing his will power to weaken and is going backward whether he is conscious of it or not. The homelike air of The Rio Verda will cause many to renew their energies and strive harder to realize their ambition for a home of their own.

Built-in conveniences reduce the cost of house furnishing and introduce efficiency into the business of housekeeping.

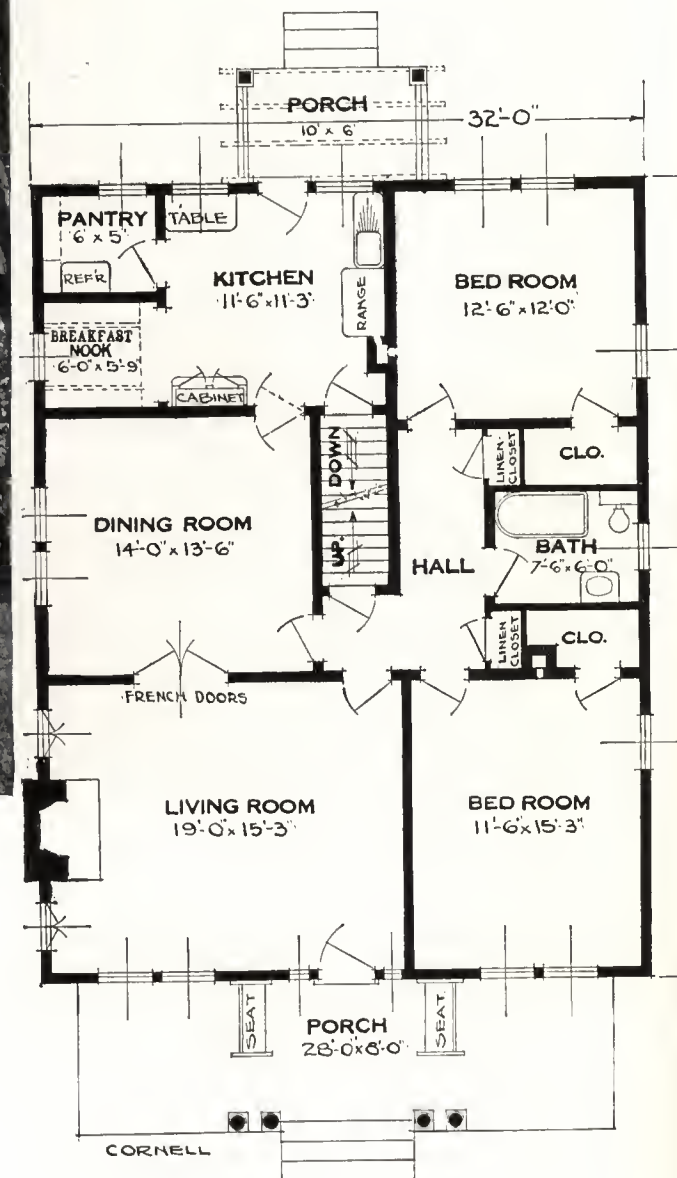




The CORNELL (Size 32x42')

True peace and enduring happiness are found only by those who unselfishly seek to develop the best in themselves and in others. The most natural place for such growth and influence is in the individual home where inner strength is constantly developed by conscious freedom, and fear is shut out and destroyed by a sacred purpose.

The "guess and cut" way of constructing homes is fast giving way to more modern methods.

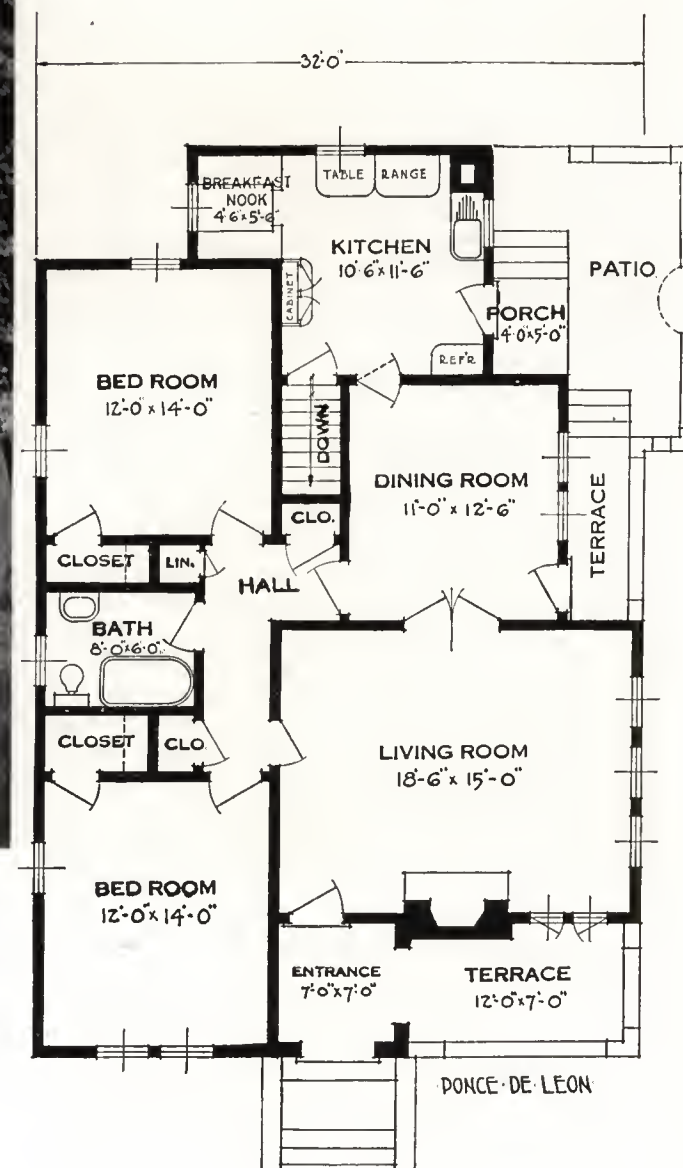




Men are what their thoughts and home life make them.

The PONCE DE LEON (Size 32x42')

This beautiful Spanish bungalow is one of the most attractive five-room designs so far offered to lovers of Spanish architecture. It can be constructed at low cost, due to the simplicity of the exterior design and the practical floor plan, yet it will stand on any street anywhere as a home of distinction.

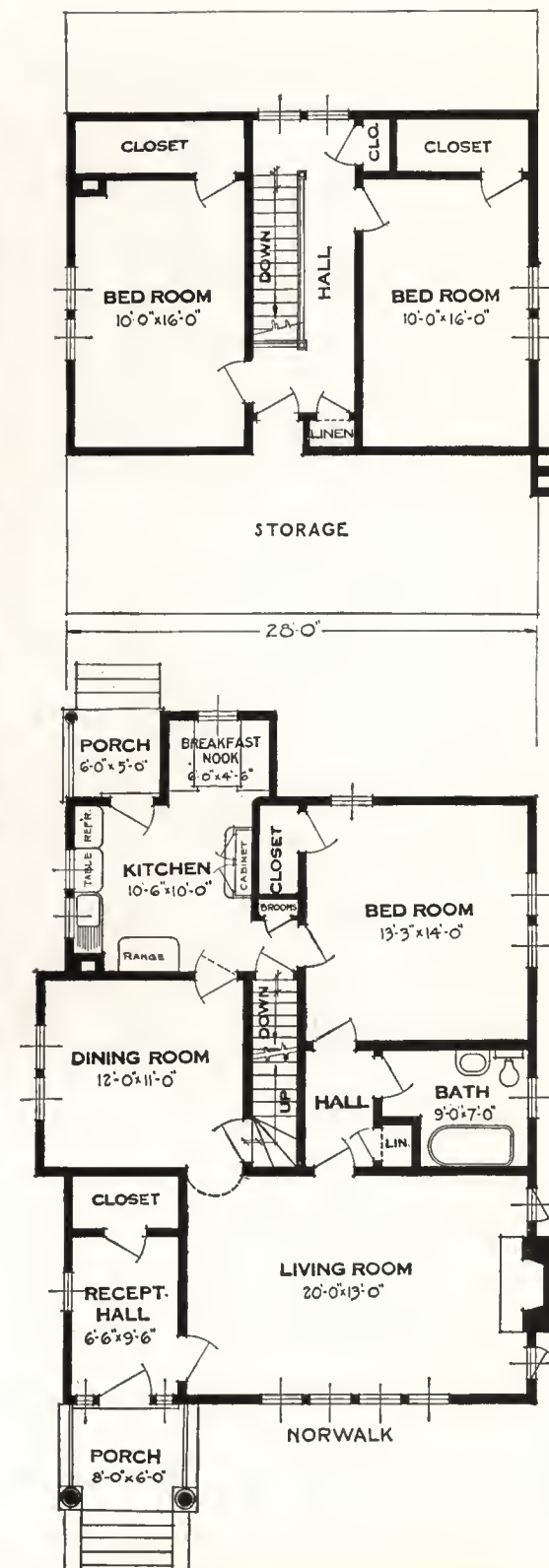




The NORWALK (Size 28x36')

Forming a habit of placing in a Building and Loan Association all earnings which one does not need for immediate use, is the surest road to the ownership of The Norwalk for a home.

The sacrifices made in the saving of a home are the highly prized diary notes in one's record of accomplishment.

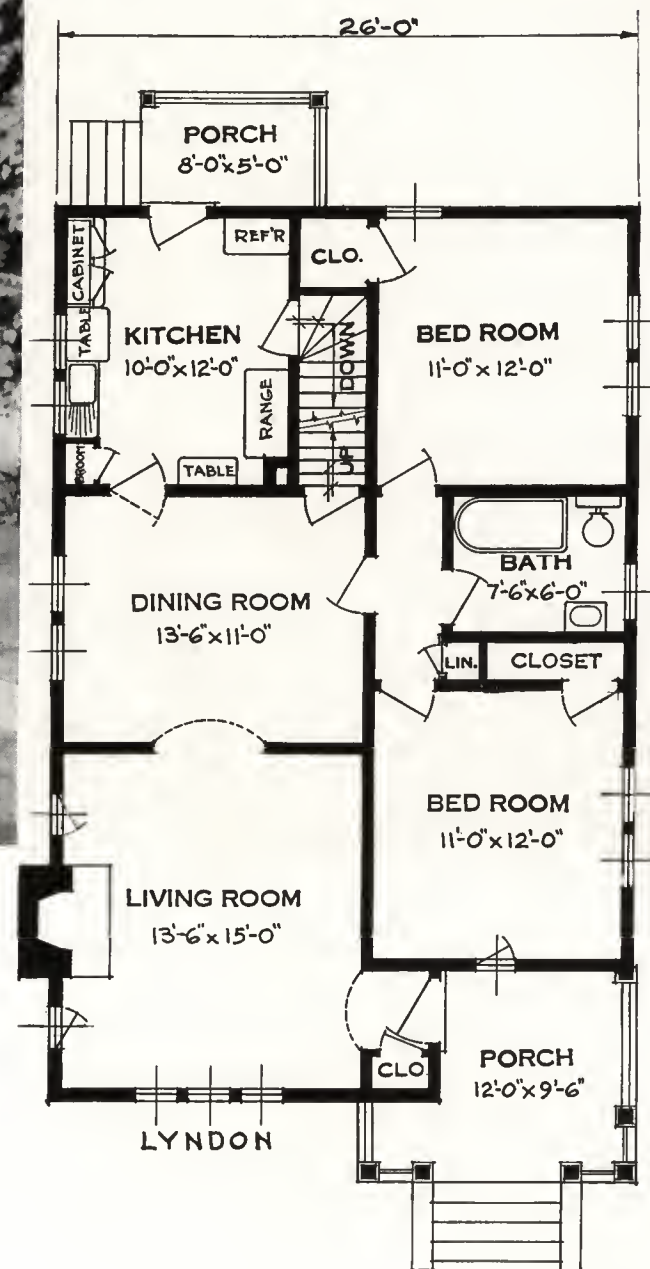




The LYNDON (Size 26x40')

Unnecessary work is always unfair work. It is unfair for the housewife to be forced to take hundreds of unnecessary steps in the daily routine of housekeeping because she was not considered in the planning of the home. In arranging the floor plan for The Lyndon, the architect considered first practical economy for the wife who does her own housework.

"The greatest asset a man can have is a family and a home of his own."

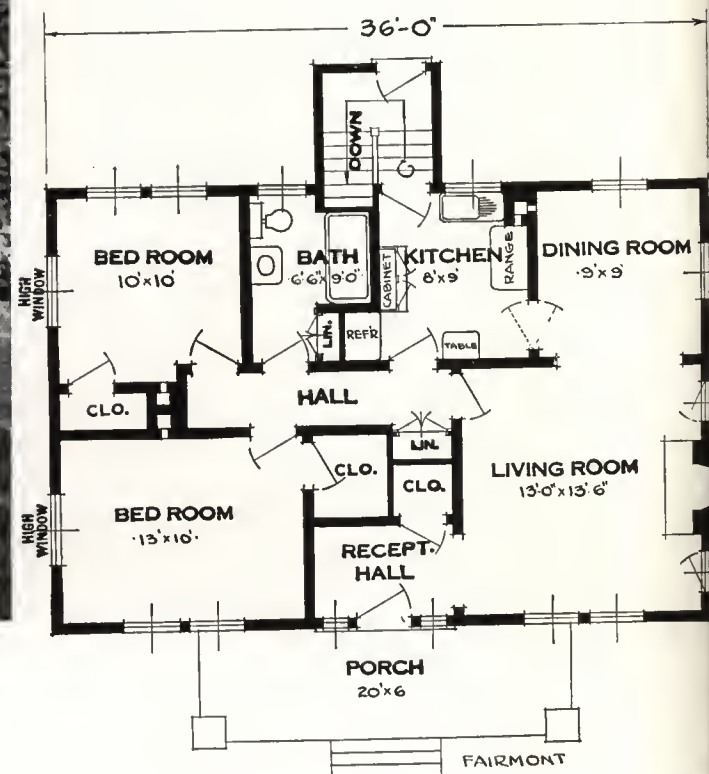




The happiest families are not those that rest in the lap of luxury, but rather those who express mutual sympathy in homes of simplicity.

The FAIRMONT (Size 36x24')

Hundreds of hearts yearn for a fuller, freer life in a beautiful little bungalow like The Fairmont. In small, convenient homes, life is longer, because there is less labor and the hearts are lighter. Dodging unnecessary drudgery in housework is simply applying twentieth-century efficiency methods to the business of housekeeping.

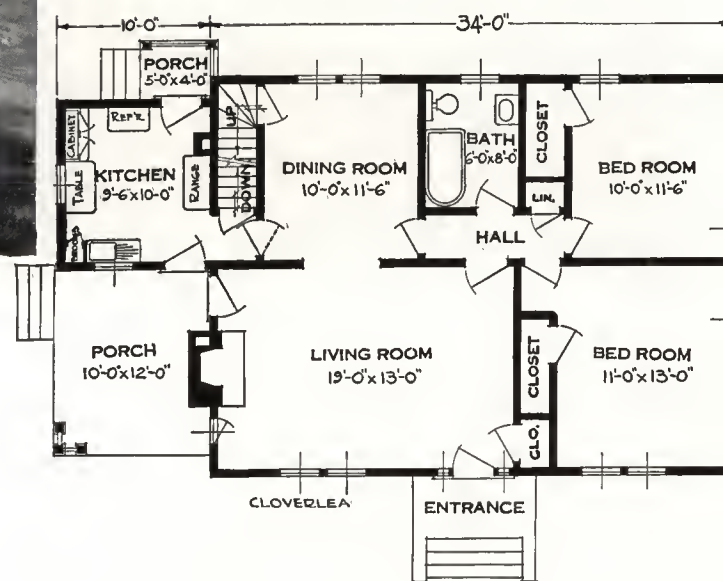




A good home is a debt which every man owes to his wife and family. He will always be in debt while he lives in a rented house.

The CLOVERLEA (Size 34x26')

Life is a glory instead of a grind to those who are monthly placing their earnings on a new home of their own, and their spare time in beautifying the lawn and garden. There is a peace which comes with the possession of homes like The Cloverlea which cannot be gained, even in a house of granite owned by a landlord.

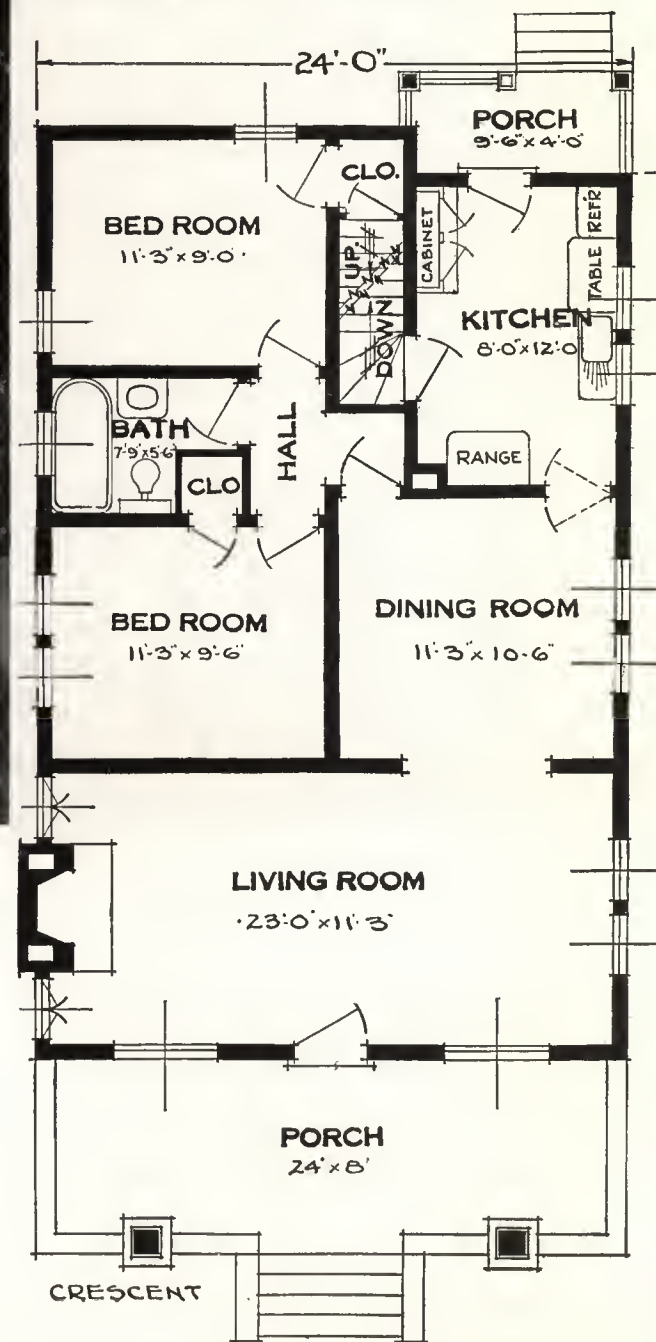




The CRESCENT (Size 24x36')

Practically all renters pay one-fourth of their earnings to landlords. This means that millions are monthly invested in worthless rent receipts. But this does not compare with the vast amount of home joy which the masses are missing. There is an inner joy and satisfaction in owning a convenient home of The Crescent plan which nothing else can give.

It is never the size of a home that makes it attractive, but the care with which it is designed and kept.

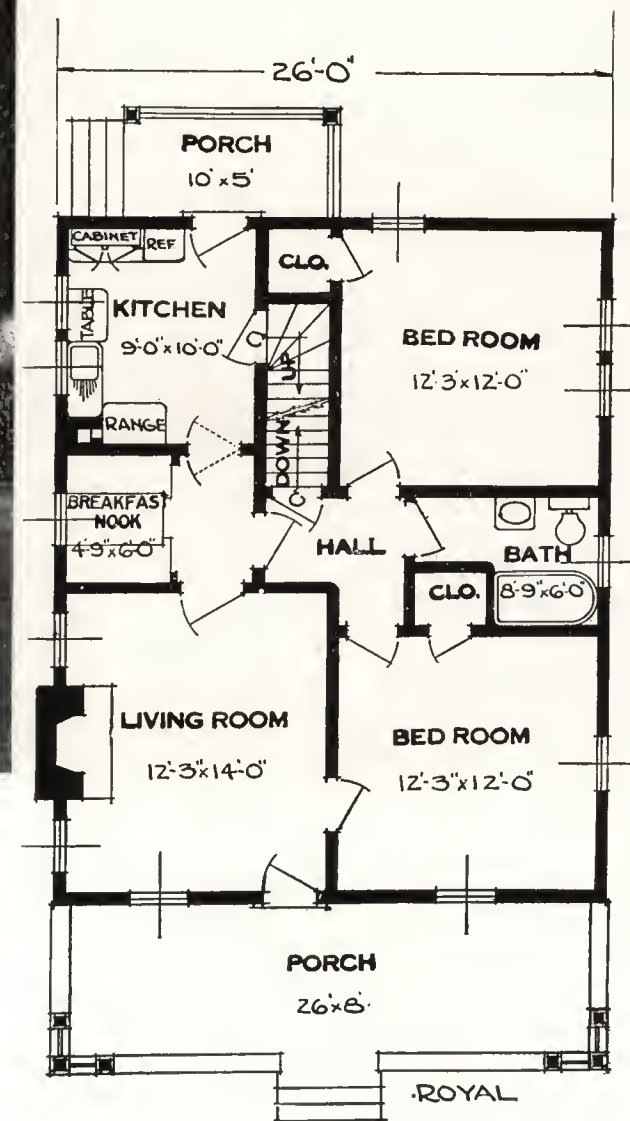




The ROYAL (Size 26x32')

Large houses have caused thousands of industrious women to become prematurely old. The day for large, pretentious homes is rapidly passing, and the practice of economy in small, convenient homes like The Royal is becoming the joyful duty of housewives. It is not the size of a home that makes it attractive, but the care with which it is kept.

To build a house larger than is needed is a waste of money; and to care for it is a constant waste of toil and time.

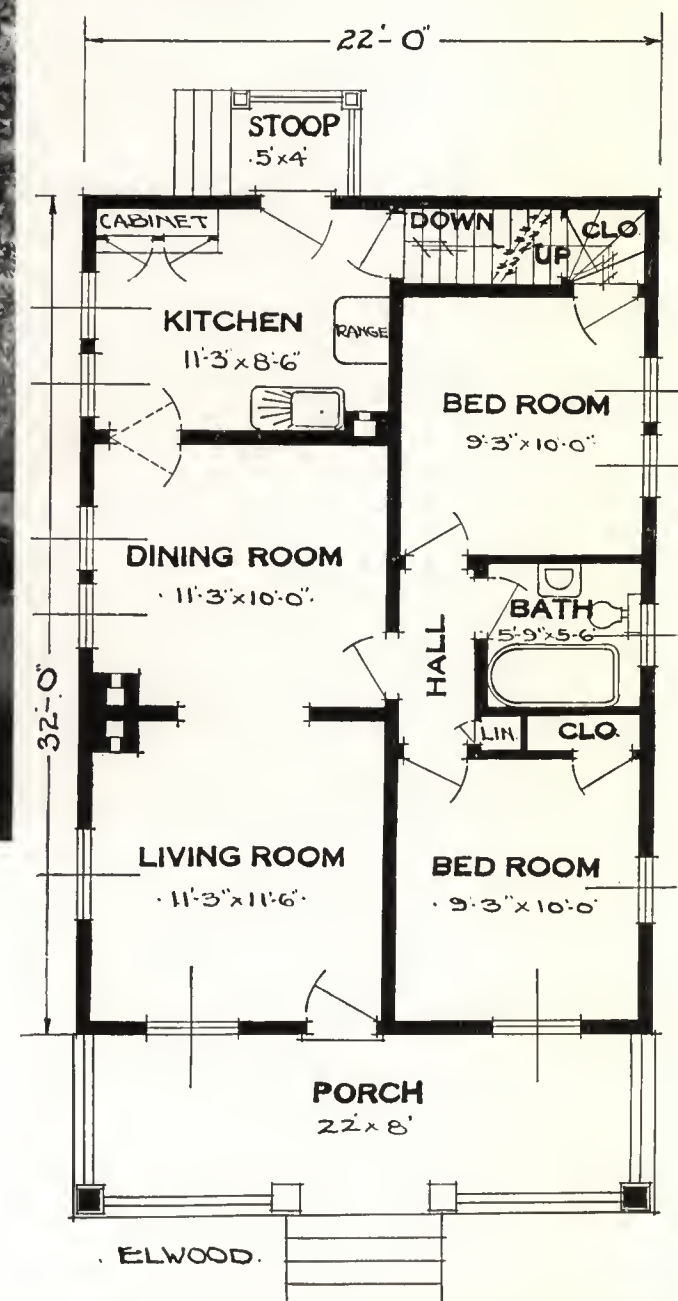




The ELWOOD (Size 22x32')

It is when a man's earnings are paying for a home like The Elwood for himself and family that he is willing to work overtime and on holidays. There is a resolute note in his voice and a pride in his step seldom found in the man whose desire for a home has found no chance for expression in an undesirable and unsightly rented house.

Doctors have but few calls from happy new homes that are provided with an abundance of light.

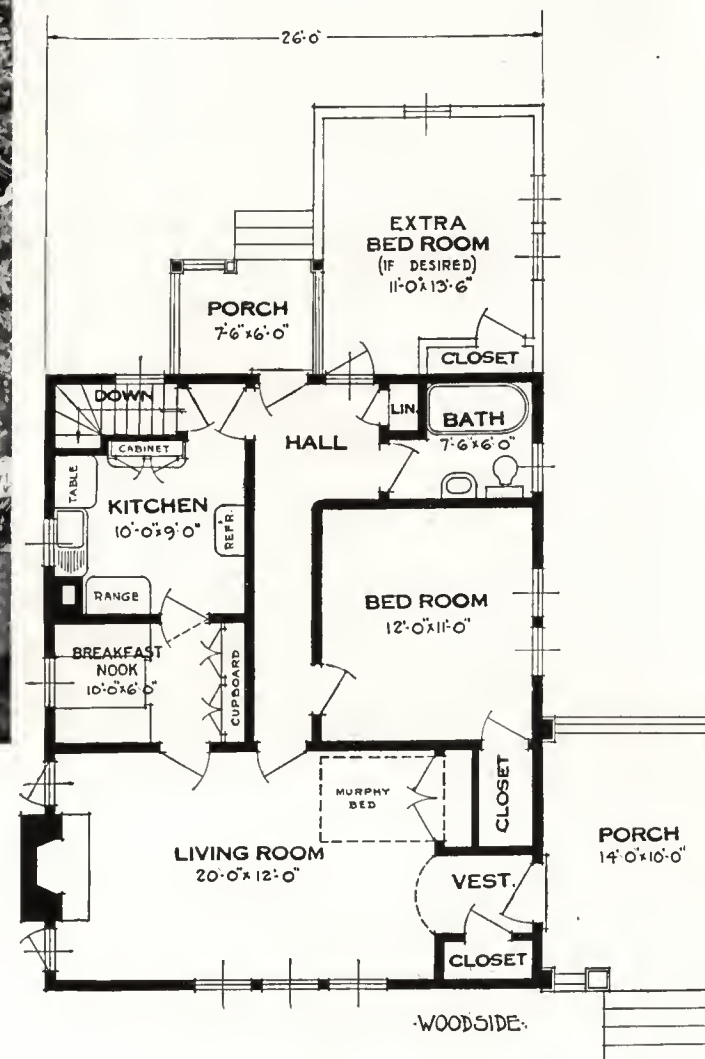




The WOODSIDE (Size 26x32')

If more floor space per dollar is wanted in a home, without the sacrifice of architectural correctness, The Woodside will meet with much favor, for not only is it spacious, but unusually attractive as well, and a study of its floor plan will convince one readily of its many time- and labor-saving features.

The nickels and dimes that go down in drink and up in smoke could easily solve the housing problem.





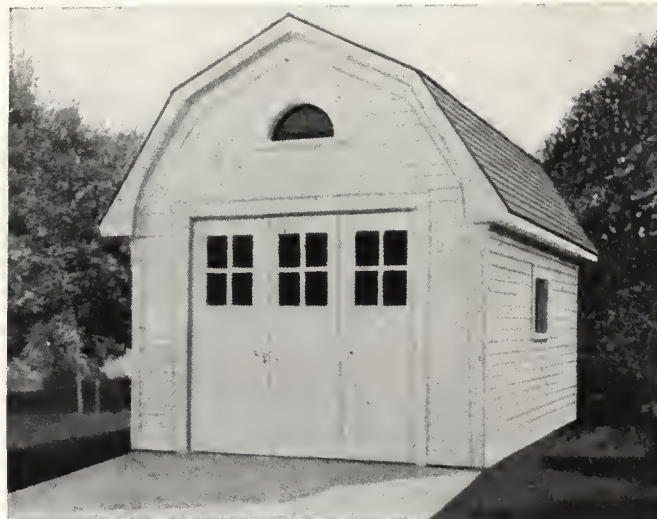
E-22



D-26



B-10



A-12



C-18

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IMPORTANT

THERE are three main reasons why every thoughtful person who builds a home should have complete blue prints and specifications:

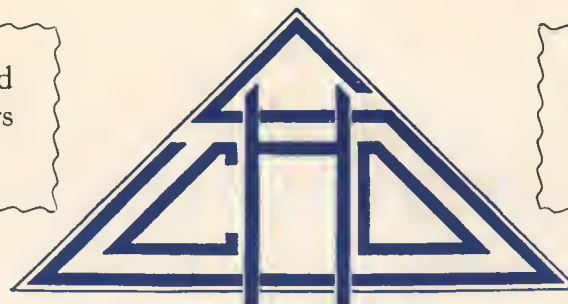
- First:* So that all changes, if any, may be properly made on the plans before the construction work is begun.
- Second:* So that disagreements and misunderstandings during the course of construction may be avoided.
- Third:* So that the home when completed will be exactly as represented in the picture and plans.

Everyone should beware of the carpenter or contractor who claims to be able to do "just as well" without plans, or with pencil sketches. Such claims denote inefficiency, or a desire to "get by" with his own methods of construction, which are never as good.

Reliable contractors invariably insist on complete plans so that satisfaction may be guaranteed.

This trade-mark on the corners of your plans will assure you that they are true copies of the originals, and that the exterior of your home when completed will be exactly as illustrated

All house designs shown in this book, and plans therefor, are copyrighted, and imitators are warned against infringement.



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Those who wish to build on easy terms should read the booklet "How to Build and Finance Your Home," furnished free on request.

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